

LIFE

**MOST CONTROVERSIAL MAN
ON THE EISENHOWER TEAM**
A NEW KIND OF WASHINGTON CLOSE-UP

IRISH INVADE FASHION WORLD



20 CENTS

AUGUST 10, 1953

REG. U. S. PAT. OFF.



Sheaffer's
Snorkel Pens
from \$12.50
Matching
Pencils
from \$6.00
Other Pens
from \$4.03

"Like sippin' soda
thru a straw"

Sheaffer's

new **SNORKEL** pen

**DRINKS ITS FILL WITHOUT
"DUNKING" THE POINT**

Both shining faces you see above will stay clean and bright for the same reason. The "drink" never touches either one.

With Sheaffer's Snorkel Pen, the magic filling tube reaches out to drink the ink, then retracts. And you'll discover so many other hoped-for advancements when you try this lively new pen. Sure, one-stroke filling. Real safety against leakage. No clogging...for only fresh ink is drawn into the barrel. You'll be proud to own this precision pen that writes as smoothly as thought.

It's a shame, in a way, you don't have to fill it oftener. It's so much fun to operate! Think we're exaggerating? Try it.

SHEAFFER'S

WHITE BOY ® OF DISTINCTION

W. A. Sheaffer Pen Co., Fort Madison, Iowa, U.S.A.

In Great Britain: London

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WATCH JACKIE GLEASON (MR. SATURDAY NIGHT)
ON CBS-TV EVERY SATURDAY NIGHT



"Two really are better than one—in a tooth paste, too!"

say these sparkling twin sisters

"Both the new discoveries—in one tooth paste! That's what we call a real buy!" say Peggy and Linda Jones, popular 17-year-old twin sisters, of Bellerose, N. Y. "Every time we brush our teeth with the new IPANA A.C., we get ammoniated ingredients to cut down cavities, and chlorophyll for breath protection. All from one tooth paste!"

Remember, no ordinary chlorophyll or ammoniated tooth paste—no other type of tooth paste at all—can give you IPANA A.C.'s doubly-effective mouth care.

And Ipana A.C. won't stain!



That's guaranteed—it's the only tooth paste certified by the American Institute of Laundering. "It never does stain the tooth brushes or washbowl like so many other green tooth pastes," the Jones girls say. "IPANA A.C. washes away completely. We like the minty flavor too—it's refreshing and feels so clean."



IPANA A.C. ammoniated to reduce decay chlorophyll to stop bad breath all day

PROOF: DECAY BACTERIA* DESTROYED



Photo (left) shows over 1,000,000 decay bacteria, the *lactobacilli usually associated with tooth decay. Photo (right) shows that, after adding IPANA A.C. Tooth Paste, the decay bacteria have been almost 100% destroyed.



PROOF: STOPS BAD BREATH ALL DAY! Scientific odor tests proved that IPANA A.C. definitely stopped unpleasant mouth odor—in most cases even 12 hours after brushing. Evidence of long-lasting breath protection no other leading tooth paste offers.

A 2-YEAR TEST by dental scientists on 784 school children proved the ammoniated formula *twice as effective* in reducing decay as the ordinary dentifrice tested. And that same ammoniated formula is in *just one leading tooth paste*—IPANA A.C.

Costs less to try
than leading
chlorophyll tooth pastes!

medium size only	large size only	giant size only
19¢	39¢	63¢

TRIBUTES TO SOME PEOPLE WE ALL LIKE:

from Chrysler Corporation



by EDGAR A. GUEST

Who are those corporations great with wealth immense and world-wide fame?

We buy their gasoline and oil and every one is known by name,

But at their stations, large or small, we're met by men of humble rank

No president of their company ever comes out to fill the tank,

Nor does the Chairman of the Board appear with smiles to greet us then.

Not from the office comes their fame, but from their station service men.

There are some stations where we stop and other stations that we pass,

And it is often just because we like the man who pumps the gas.

We've shared his friendship down the years, we know his hopes and dreams and aims

He's told us of his joys and woes and we have learned his children's names

He's kept our windshields shining clear, our tires and motor in repair

'Tis he and not the company, however great that takes us there.

Since upon gas and oil and aid all motorists dependent are

Were there not service stations near, but few of us would drive a car,

Did we not know along the miles, wherever we may choose to roam

We'd meet with friendly service men we'd all prefer to stay at home.

So not to their corporations vast, but unto them this tribute small

Men with devotion to their task—friends of the highways, one and all.

If you would like a reprint of this poem, suitable for framing, write Chrysler Corporation, Dept. RS, 341 Massachusetts Ave., Detroit 31, Michigan.

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HE'S "MISTER SERVICE"... IN PERSON!

IN A NATION where everyone depends on everyone else . . . here's one of the *most* depended-on citizens of all!

He's the man who puts the "mobile" part into the word *automobile*!

He's the reason why what used to be called "filling stations" are now known throughout the land as *Service Stations*, properly spelled with a capital "S"!

There are something over half a million of him, and they operate today over two hundred thousand homes-away-from-home for America's more than 50 million cars and trucks and buses.

The first job he does for you, of course, is make everywhere available the superb fuels and matchless lubricants developed by the oil industry. Without the progress *they* make, car builders would be held up in the great strides of progress *we* can make.

But gas and oil are only part of "Mister Service's" indispensable place in your life. He's got to know more about your car than sometimes you know about it yourself. Where's the oil dip-stick on *this* make and model? What's the proper air pressure for the tires on *that* one? What's the right grease and lubrication routine for another?

New model or old, he's the man who knows. And he's also a man who knows there are no new models in people! He sees a lot of human nature, and he knows how it runs. Folks in need or in trouble are his job.

We get careless and let the car run out of gas . . . we lose car keys or lock them inside . . . we forget to get the spare repaired, or we let the battery run too low. Maybe we lost our way on a trip, or maybe all we want is a new nut on Junior's bike. Who sets things right and us on our way? Who but "Mister Service"!

Chrysler Corporation is happy and proud to salute this good-natured, hard-working partner in the business of keeping busy America on the move.

And we'd also be pleased to have you ask him, if you care to, what he thinks of the kind of cars Chrysler Corporation puts on the road these days! He sees all makes come and go, at their best, and at their worst . . . and you might find his opinion on this subject, too, a real "service" to you next time you choose a new car or a used one!

This message about people we all like is presented by your PLYMOUTH • DODGE DE SOTO • CHRYSLER dealers, and

CHRYSLER CORPORATION

This One



9UA1-SRP-F1XW



BIG SHAVING SAVING!

...to urge you, too, to join
the swing to
**AMERICA'S FINEST
SHAVING PRODUCTS.**



Your choice:
Lather Regular
or Brushless

**SAVE
33¢**
if you choose
Lather Regular

**SAVE
29¢**
if you choose
Brushless

DON'T MISS IT!

— this once-in-a-blue-moon chance to try
the world's *easiest* shave... at a real sav-
ing! You get months of shaving pleasure
—without extra charge—simply by buying
Mennen Skin Bracer at its regular low
price of 59¢. Take your choice of Mennen
Brushless or Lather types... *free* of extra
cost. Either way, you'll get cleaner, closer,
more comfortable shaves even in the
"Awkward Zone"—that sensitive area of
your neck, just under your chin!

MENNEN FOR MEN

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"GOSH, MOM! WORD MUST
HAVE LEAKED OUT THAT
WE'RE HAVING SOUP FOR LUNCH."

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Better than sand or water

AUTO FIRES

Soda smothers flames, stops fire from
spreading. Soda can't harm motor or
upholstery. Always keep a box of soda
in the car glove compartment. Use
soda, too, on grease fires from over-
heated frying pans and broilers.



A HOUSEHOLD TREASURE

Arm & Hammer and Cow Brand Baking Soda
are pure Bicarbonate of Soda, U.S.P. Write
for Free Booklet to Church & Dwight Co., Inc.,
Dept. L-8, 70 Pine Street, New York 5, N. Y.



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WOVEN INTO THE FABRIC OF THE NATION

Daily, as on a magic loom, the countless activities of millions of people are woven together by telephone.

Home is linked with home.
Business to business. Community to community. City to city.

Friends and places nearby or far away are within the reach of a hand.

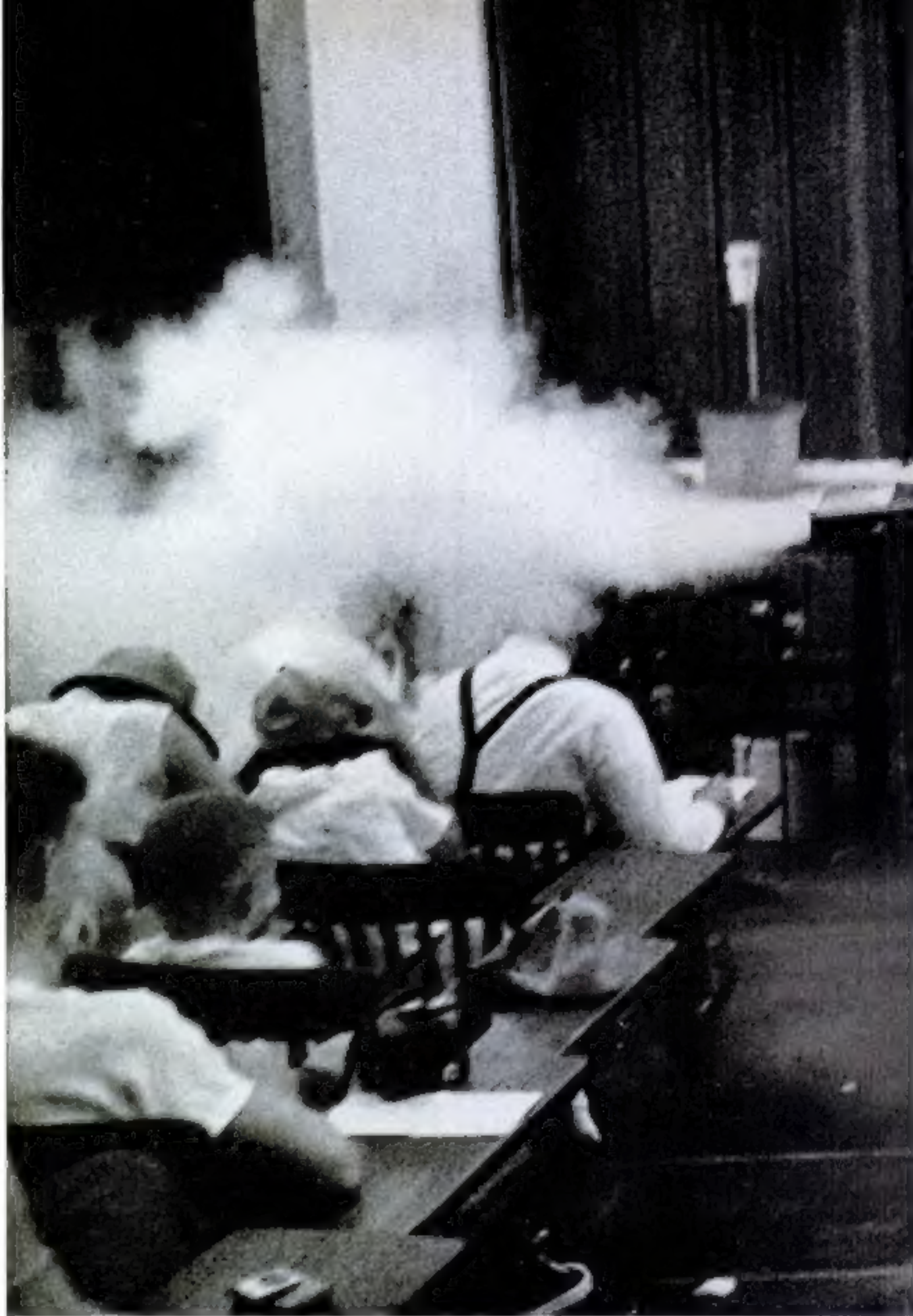
Without the telephone, time and space would rush between us and each would be so much alone.
And so many things would not get done.

BELL TELEPHONE SYSTEM LOCAL to serve the community. NATIONWIDE to serve the nation.



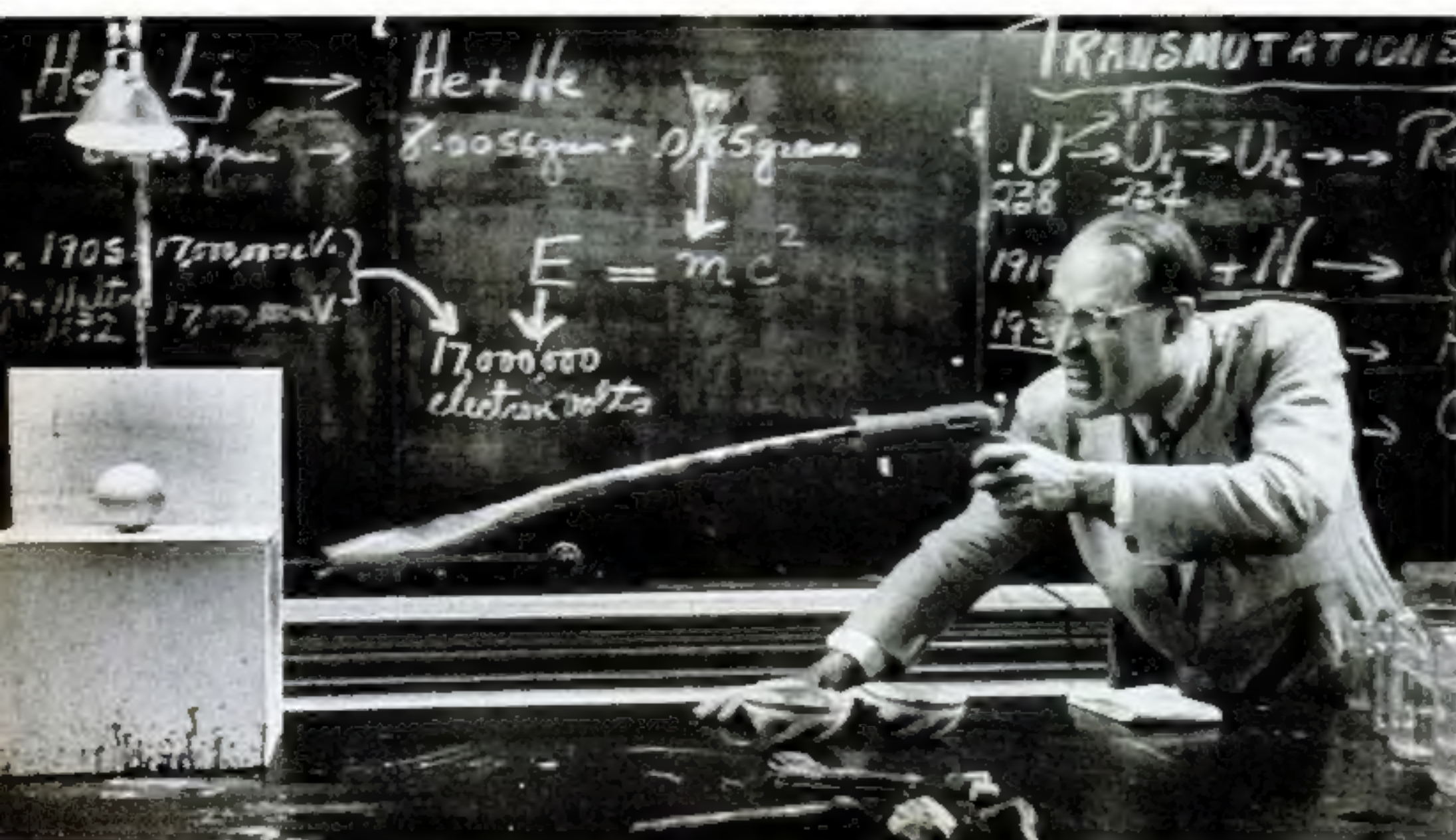


WAVING A DOLL to emphasize role of "Mother Nature" in transmutation, Alyea says, "Never underestimate the power of a woman."



SHOOTING OFF FIRE EXTINGUISHERS, Alyea dashes up aisle of a lecture auditorium filled with Princeton graduates and their families. As he releases

SPEAKING OF PICTURES



SHOOTING A TOY GUN whose paper-coil missile returns to the muzzle without ever reaching

target, Alyea illustrates theory of mutual repulsion of similarly charged uranium and helium particles.

A madcap professor gives explosion-filled lecture to explain atomic bomb

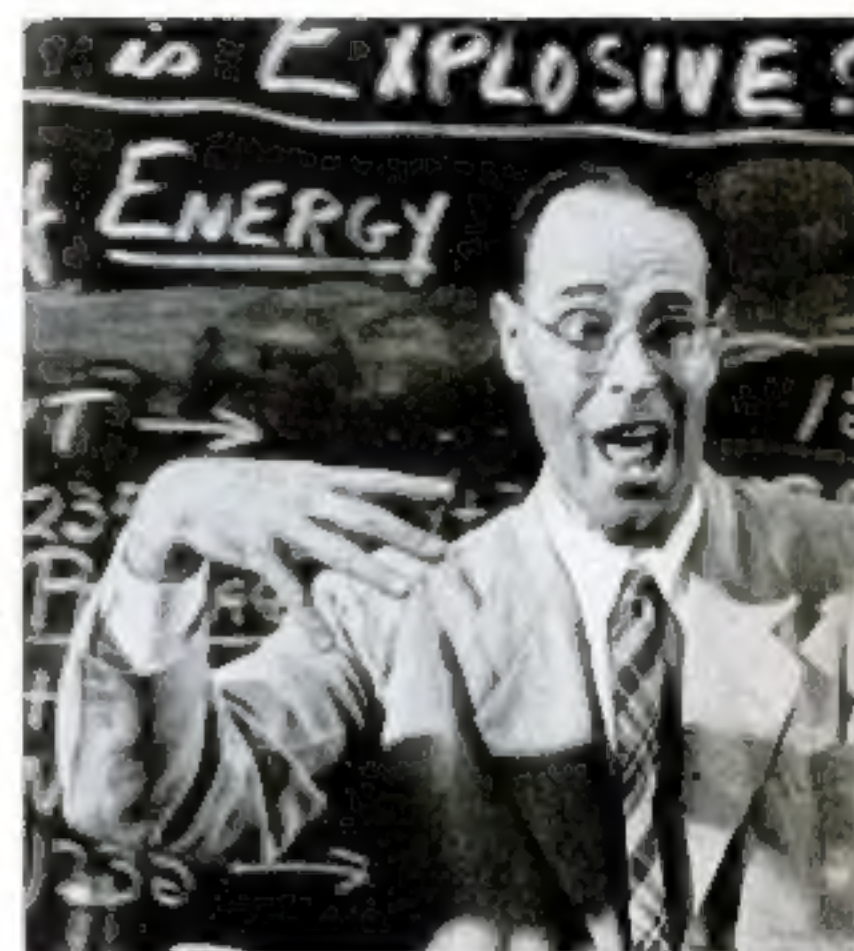
Generally around the Princeton campus, Dr. Hubert Alyea is the dignified chemistry professor he is expected to be. But when he delivers his extracurricular lecture on the chemistry of the atom bomb, he turns into an explosive comedian. Grimacing with fiendish delight, he sets off explosions, shoots water pistols and sprays his audience with carbon dioxide in the course of 32 harrowing experiments dramatizing complicated theory. These madcap antics are the show-stoppers in an otherwise serious talk which Alyea has delivered more than 800 times before audiences of both laymen and scientists. His fiery performance destroys three suits of clothing a year, but Alyea is sure the results are worth it. By literally putting his lecture across with a bang, says Alyea, "even the Ph.D.'s will listen."



clouds of rapidly expanding carbon dioxide over the heads of his startled audience, he explains, "Gas smothers flame by keeping away oxygen, like this. . ."



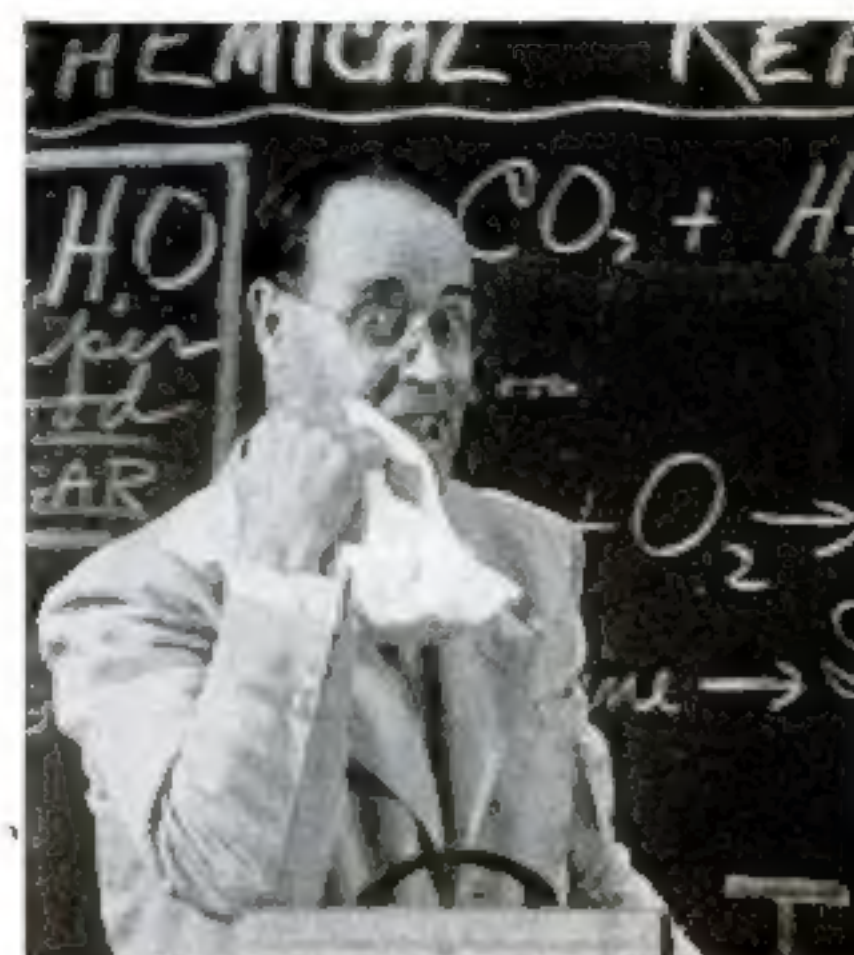
BURNING a candle at both ends, Alyea shows stepped-up chemical reaction but warns audience, "If you do it, you will live only half as long."



GRIMACING. Alyea describes principle of detonation by recalling friend who lost two fingers experimenting with TNT in a college chemistry lab.



LAUGHING, Alyea compares the chain reaction of a nuclear explosion, represented by numerous E's on the blackboard, to the propagation of rabbits.



PERSPIRING, Alyea interrupts talk long enough to mop his face. To relax when 1½-hour lecture is over, he says, "I just get into bed and sit loose."

← **IGNITING** potassium chlorate and sugar mixture, Alyea begins his talk on chemistry of atom bomb.

CONTINUED ON NEXT PAGE



Now! ONE Brushing With COLGATE DENTAL CREAM Removes Up To 85% Of Decay And Odor-Causing Bacteria!

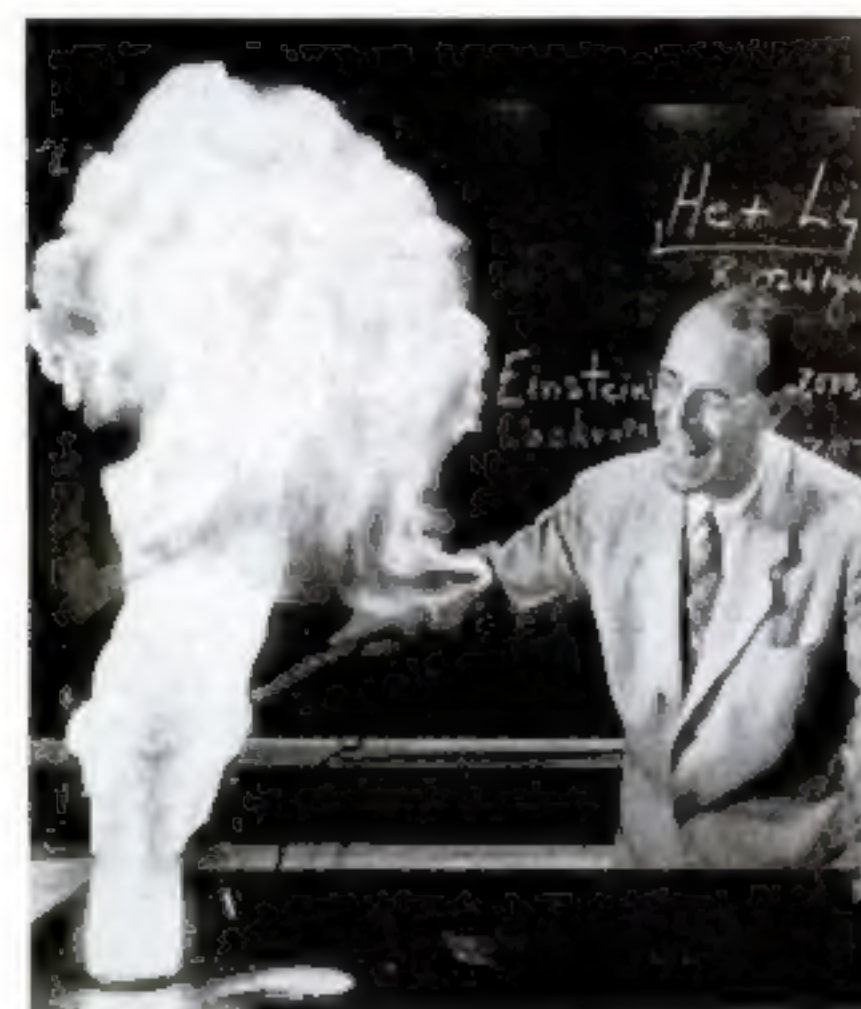
Only The Colgate Way Does All Three!
CLEANS YOUR BREATH while it
CLEANS YOUR TEETH and
STOPS MOST TOOTH DECAY!

COLGATE
RIBBON DENTAL CREAM
GIVES YOU A
CLEANER, FRESHER MOUTH
ALL DAY LONG!

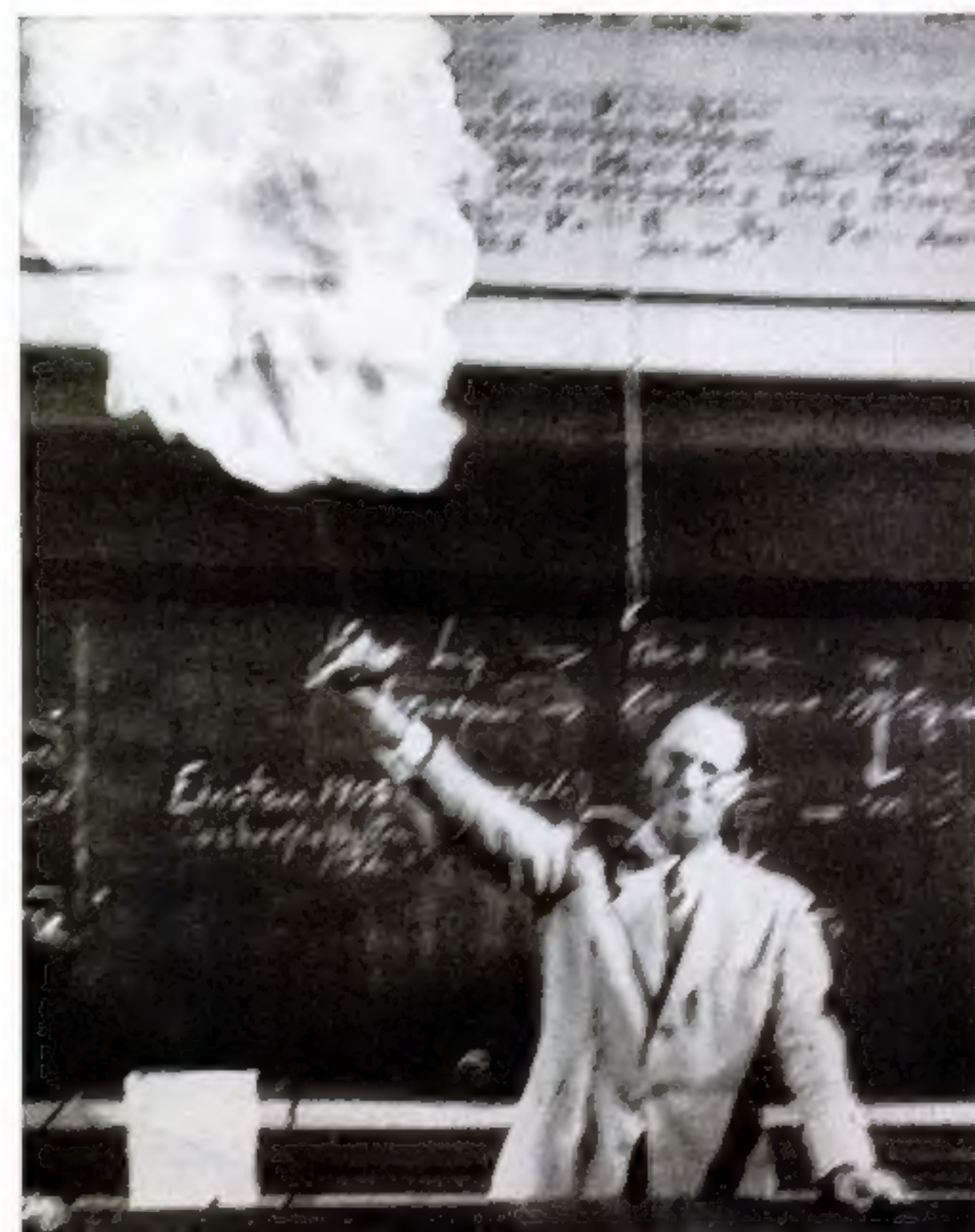
EXPLOSIVE PROFESSOR CONTINUED



HEAD OF FLAME appears from fire of countless flour granules in can during a demonstration of the rapid release of energy in a chemical explosion.



PUFF OF SMOKE and flame shoots from mixture of turpentine, sulphuric and nitric acid to illustrate principle that explosions must be fast to be furious.



BALL OF FIRE appears over Alyen's head as he touches a hydrogen-filled balloon with a Bunsen burner, a stunt which is used only to startle audience.

The One MAN who CAN...

...serve you with 2 Great Gasolines
100% *CLIMATE-CONTROLLED* for your area and for
each one of the 25 weather areas in the U.S.A.

Now more than ever he is the best friend your car has ever had! He's your Texaco Dealer — ready to serve you with these two great gasolines, made even greater!

Texaco Sky Chief and Fire-Chief are scientifically blended to give you *maximum* performance in your own weather area — and everywhere else you drive! That's because they are especially refined for the climate, the altitude and the season in each one of the country's 25 weather areas.*

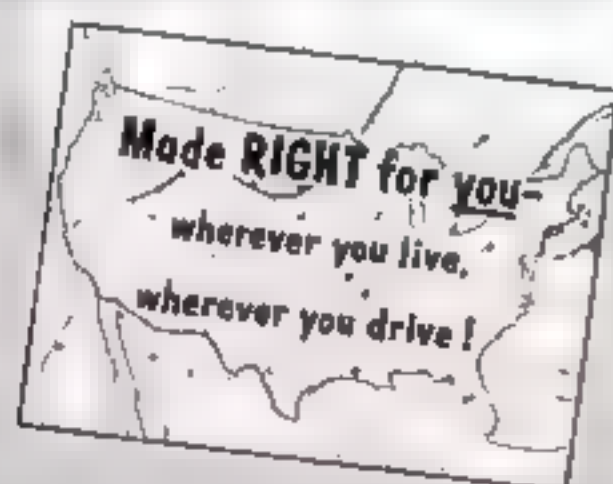
So — to get top performance where you are now and wherever you drive — stop in at the sign of the Texaco red star. Fill up with Texaco Sky Chief, the premium gasoline that packs more punch, the gasoline *for those who want the best*. . . or famous Fire-Chief for lively power, at regular gasoline prices.

And remember — *only* Texaco Dealers offer you these weatherwise gasolines, 100% *CLIMATE-CONTROLLED* for all 48 States!

* Texaco engineers analyzed more than 40 years of weather records, then divided the U. S. into 25 weather areas.

THE TEXAS COMPANY
TEXACO DEALERS
in all 48 states

TEXACO PRODUCTS ARE ALSO DISTRIBUTED IN CANADA AND LATIN AMERICA



*These universal joints
may look
alike...*



*but your Chevrolet
knows the difference!*

Protect the performance of your Chevrolet with Genuine Chevrolet Parts

Even at close range, these two universal joints look like identical twins—but there's a mighty important difference between them. For one was manufactured of the same fine quality materials and with the same high standards of workmanship used in your Chevrolet's original factory-installed universal joint. It's the one that's made to fit right . . . function better . . . last longer—the genuine Chevrolet part. Remember . . . parts may look alike, but your Chevrolet knows the difference! That's why you should always be sure to specify Genuine Chevrolet Parts . . .

installed by your Chevrolet dealer and leading independent garages and service stations everywhere.

AVAILABLE WHEREVER YOU GO
Made to fit right . . .
function better . . . last longer



• Your Chevrolet Dealer

LETTERS TO THE EDITORS

U.S. BIRTHDAY PORTRAIT

Sirs:

There is only one word to describe "Birthday Portrait" (LIFE, July 20) magnificent

ALAN LEE BOXER

Denver, Colo.

Sirs:

Referring to a picture of boats maneuvering "aimlessly," you say "some officials who conduct boat races should get more organized." As one of the spectators (just as curious as the rest about that helicopter), I'd like to point out that if the photographer had stuck around he would have seen that the boats keep moving because they cannot get up enough speed from a dead start. It's standard procedure, the only impartial way to begin a race.

MARLENE STRINGFELLOW

Long Beach, Calif.

● Here is a picture taken from the same helicopter showing the racers under way in prim order.—ED.



ORGANIZED BOAT RACE

Sirs:

The captions were so beautiful they breathed the flavor of Carl Sandburg's poetry

KAY HARRISON

Detroit, Mich.

Sirs:

If your bucolic picture of farmers handling hay with pitchforks atop a horsedrawn wagon had been published in 1923, it would have been typical. But today with automatic pick-up balers, and ever since the first rudimentary side delivery rakes were introduced in the '30s, you have to go into a very remote corner of this land to find such a scene. Where did you go?

ROBERT W. TUNIS JR.

Kennett Square, Pa.

● Molalla, Ore.—ED.

Sirs:

Your portrait was just like the one here. Nobody stayed at home. The community was a ghost town. The spirit of July 4th was lost. It was just the fourth day of the month.

MRS. GLEN F. MCGINNIS

Cornwall-on-Hudson, N.Y.

EDITORIAL

Sirs:

"The Cause and Cure of the Korean Truce" (LIFE, July 20) is based on principles supplanted when the U.S. and other nations ratified the U.N. charter. In 1945 the U.S. took

the lead in creating a permanent coordinated plan for maintaining peace and resisting violations. In Korea we were no longer fighting strictly as "a great country," but as a leading member of a coalition we had helped form because we believed it an improvement over both all-out war ("war to end war") and appeasement ("peace in our time").

Unsatisfactory as it is, this first instance in history of an international organization calling on its members to resist aggression with force has achieved certain desirable results.

It has been less costly than all-out war both in life and money; it undoubtedly halted further aggression, it proved that collective action will work, however imperfectly; it limited the action instead of expanding it into World War III.

Real "victory" in our kind of world is less a triumph of arms than the establishment of "conditions under which justice and respect for the obligations arising from treaties and other sources of international law can be maintained. . ." (Preamble to U.N. Charter) .

CYRUS P. BARNUM

Los Angeles, Calif.

Sirs:

The finest editorial LIFE has ever published. Once again—and too late—MacArthur has been proven right. Why must we, like the Trojans, become wise too late?

CAIDWELL TITCOMB

Augusta, Maine

Sirs:

You called Korea "the first war the U.S. did not win." You forgot the War of 1812. After the U.S. had suffered such military defeats as loss of Detroit and the burning of Washington, D.C., a treaty was signed in 1814 at Ghent (Belgium) in which the U.S. and Britain agreed to a peace without victory. It required no concessions by either side. The issues of the war, impressment of American seamen and the rights of neutrals, were not mentioned in the treaty.

HARTLEY P. WALKER

Sewickley, Pa.

● LIFE should not have forgotten the stalemated War of 1812, whose basic issue was settled outside the American theater when Napoleon fell and the British no longer needed the American seamen they had been impressing into their navy. Ironically, the only real American land victory was won at New Orleans a week after the treaty was signed.—ED.

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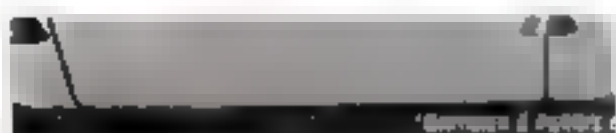
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BILLBOARD QUEEN'S TEARS

Sirs:

I was very much interested in the discovery by a Covington, Ohio photographer of the billboard movie queen who was made tearful by raindrops falling in the right places ("Raindrops into Teardrops," *LIFE*, July 20). It reminded me of another discovery of billboard expression—black eyes cast by the shadow of overhead display lights. I got so fascinated when I first saw this phenomenon that I made a four-month search for more, finally producing eight pictures. Here is one of them.

WALTER C. VAN BUREN
Buffalo, N.Y.



BILLBOARD BLACK EYE

NEW ROYAL HEARTACHE

Sirs:

When I saw your latest bad taste ("A New Royal Heartache for the British," *LIFE*, July 20) I felt sick. Did Princess Margaret announce to *LIFE* that she "loves and wants to marry a divorced commoner"? What effrontery to speak for her on matters of the closest intimacy which you could not possibly know. How dare you take advantage of a young girl who, in her position, cannot defend herself.

Lucky for you it is not a Southern girl you have held up for the world's scorn. What a pity the young lady's father, that good man, is no longer alive to protect her.

ELMIRA FARNHAM GROGAN
Elberton, Ga.

KENNEDY'S COURTSHIP

Sirs:

I was shocked to see a U.S. senator depicted in frivolous and giddy poses ("LIFE Goes Courting with a U.S. Senator," July 20). Having been born and brought up in Massachusetts, I am surprised the citizens of that state elected a senator who not only looks like an eternal sophomore, but apparently acts like one.

MRS. VANCE B. EPES
New Orleans, La.

Sirs:

Not only is he "the handsomest young member of the U.S. Senate," but he has the prettiest legs.

ANN DI LEONARDO
Sunnyvale, Calif.

VAN FLEET BAGS BEAR

Sirs:

General Van Fleet ("The General Bags His Bear," *LIFE*, July 20) admits he made one mistake that almost cost him his bear: not allowing for a continuous field of fire. I noticed another that might have cost his life. He is shown playfully wrestling with his partner's freshly killed bear. His

rifle lies across the bear's carcass, its muzzle pointed directly at his heart.

KENDALL S. SMITH
Huntington, Ind.

● The general thanks Mr. Smith. It was a careless position, he says, for any hunter.—ED.

OUTDOOR COOKING

Sirs:

"Outdoor Cooking" (*LIFE*, July 20) looked so tempting and delicious I thought I could actually smell the food. Then I discovered my neighbors were burning a roast.

ANGEL McGUIRK
Lansdowne, Md.

Sirs:

You are setting American cookery back 50 years. Sauces and marinades were devised by cooks to use when their unrefrigerated viands became so "high" they couldn't be served any other way. You should have told your readers how good a piece of unspoiled meat can be if cooked plain over charcoal with a pinch of salt.

O. H. HANSON, M.D.
San Marino, Calif.

● Sauces were shunned by Spartans, who forbade them in order to make all citizens eat the same food, and were cheapened by Medieval Europeans, who used them to disguise spoiled food. But the sauce still remains a key to the higher art of cooking. As for salt—everything should be taken with a pinch of it.—ED.

LIFE IN ROMAN SQUARE

Sirs:

"Everything Goes On in the Piazza" (*LIFE*, July 20) is the best picture story you have run in the five years I have been a subscriber.

STEVE DAIRS
Chicago, Ill.

'STALAG 17'

Sirs:

In "Heels and Heroics" (*LIFE*, July 20) you spelled the name of one of the co-authors of *Stalag 17* just perfectly (Edmund Trzaski). But the other's name is Donald Bevan, not Devan.

D. C. HARRIS
New York, N.Y.

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17 YEARS BEHIND THE MASTHEAD

EDITORS: Henry R. Luce, John Shaw Billings, Daniel Longwell.

PHOTOGRAPHERS: Margaret Bourke-White, Alfred Eisenstaedt, Thos. D. McAvoy, Peter Stackpole

ASSOCIATES: Rachel Albertson, David Cort, George T. Eggleston, Geoffrey T. Hellman, Dorothy Hoover, Joseph Kastner, A. K. Mills, Willard D. Morgan, Paul Peters, Sherman Raveson, Howard K. Richmond, Joseph J. Thorndike, Jr.

We are constantly being pleased at finding that one of the best read sections of the magazine is the masthead—the directory of the editorial department which appears in this issue on page 4. Whenever we make changes in the masthead, people notice them right away. Old friends who haven't been heard from in years write congratulations to editors moving up to new positions. Somebody bearing the same name as a new reporter writes to ask if her family came from Hamilton, Ontario.

This week constant readers of the masthead will note a prominent change. Missing is the name of Daniel Longwell—the first time since the first issue of LIFE (Nov. 23, 1936) that his name has been absent. Dan Longwell has resigned his post as Chairman of the Board to turn his creative abilities to the development of other projects in which TIME Inc. is engaged. He will be missed by the staff of LIFE for whom he has been guide and goad, inspirer and director since the start of the magazine.

On the first masthead, a short and simple affair (above), Longwell was listed as one of three editors. Then, as functions and responsibilities became more clearly defined and the staff proliferated, he served as Executive Editor. In 1944 he became Managing Editor and in 1947 Chairman of the Board of Editors—a post terminated at his departure.

The masthead has grown with the growth of LIFE until now it includes 257 names and is a pretty exact chart of the magazine's editorial functions. It reflects the fact that LIFE is a team operation in which many people take part. How many are involved in a single story can be seen by going

through the masthead and checking off those involved in our Korea lead (pp. 15-27).

From Tokyo Bureau Chief Martin came a cable routed through the desk of Foreign News Service's Boyle that Photographer Rougier and Correspondent Wilson were sending coverage of the truce with more pictures by Photographer Miki to follow. Flown across the Pacific, the pictures were transshipped by the San Francisco bureau to New York, picked up there for Picture Bureau's Kosek and Goldsmith who rushed them to Acting Photographic Laboratory Chief Karas. From developed films and small contact prints, Film Editors Sargent and Brewster ordered enlargements which went to Foreign Editor Farmer. After studying them, he and Reporters Malinowska, Hooper and Roosenburg took them to the issue editor, Assistant Managing Editor James, who, with Art Director Tudor, chose pictures and laid out the story. When layouts pasted up from photostats by Layout Artist Adelsberger were finally approved, they and the pictures were shipped out to the Chicago printing plant by Editorial Production's Gallagher. Copies of the layouts went to Assistant Editors Dille, Stanton and Dreiman, assigned as writers. Their text and captions were read by Copy Editor Kastner who, having made or indicated revisions, sent them on to the issue editor. While reporters were checking copy for accuracy, Copy Readers Deuell, Illson and Nicolai were reading and fitting it to required space. Finally edited, fitted and checked, the story was sent by Teletypesetter to Chicago. All in all some 30 staff members—plus many others who pitched in along the way to help—worked on this one story.

CONTENTS

COVER

IRISH FASHIONS ON AN IRISH BEAUTY, PHOTOGRAPHED FOR LIFE BY MILTON GREENE (SEE PP. 44-50)

THE WEEK'S EVENTS

HOW THE TRUCE CAME TO KOREA.....15
PHOTOGRAPHED FOR LIFE BY MICHAEL ROUGIER AND JUN MIKI
HUNGRY GERMANS SCRAMBLE FOR WEST'S FOOD.....33
LIFE ON THE NEWSFRONTS OF THE WORLD.....36
A GREAT CONSERVATIVE DIES.....39

EDITORIAL

OUR GOALS IN EUROPE.....28

PHOTOGRAPHIC ESSAY

A TRIP DOWN THE OREGON COAST.....52
PHOTOGRAPHED FOR LIFE BY ELIOT ELISOFFON

CLOSE-UP

"...THE UGLIEST MAN SINCE ABE LINCOLN", by ROBERT COUGHLAN.....85

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FASHION

ENTERPRISE IN OLD ERIN.....44

ART

COLOSSAL CANVAS.....50

SPORTS

SPECTACLE OF THE BICYCLES.....67

MODERN LIVING

A SUNNY ROOF.....72

MOVIES

FEARLESS FRED ON A FIRE ESCAPE.....79

OTHER DEPARTMENTS

SPEAKING OF PICTURES: PROFESSOR GIVES EXPLOSION-FILLED LECTURE TO EXPLAIN ATOM BOMB.....6
LETTERS TO THE EDITORS.....10
LIFE GOES TO A TENNESSEE ROPE JUMP.....102
MISCELLANY: A SHORT MILE FOR TOGGLES.....108

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The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several

COVER: MILTON GREENE
6, 7, 8—YALE JOEL
10—J. N. EYERMAN
11—WALTER C. VAN BUREN
12—JUN MIKI
13—MICHAEL ROUGIER
17—JUN MIKI
18, 19—MICHAEL ROUGIER
20, 21—JUN MIKI, MICHAEL ROUGIER—JUN MIKI (2)

MICHAEL ROUGIER, JUN MIKI
22, 23—MICHAEL ROUGIER, JUN MIKI—MICHAEL ROUGIER
24—MICHAEL ROUGIER, JUN MIKI
25—MICHAEL ROUGIER
26—RALPH CRANE
27, 28—CARL MYDARS ERIC T. RALPH CRANE
29—LOOMIS DEAN—FRANCIS MILLER, RALPH MORSE
30—MARK KAUFFMAN

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sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

40—BROWN BROTHERS (INT)
42—MARVIN KROMER FOR FORTUNE
44 THROUGH 50—MILTON GREENE
51, 52—RANS MARX
53 THROUGH 55—CLARK SCHERSCHEL
71, 74—HINA LEE
75—ALSYNTE CO. OF AMERICA—INDUSTRIAL PHOTO SERVICE—ERNEST BRAUN

79—JOHN SWOPE
81—JOHN SWOPE—M-G-M
82—JOHN SWOPE
86, 87—DRAWING BY CZERNANSKI
93—LT. THE WILKINSON STUDIO, RT. ENGEL STUDIO
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101—HARRISON JONES, JAMES THOMASMAN
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**Dirty hands can be dangerous to
your children—Clean hands are
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Right now—"dirt danger" days are here...summer days that your children spend at their favorite outdoor games, when hands and nails get extra dirty—perhaps *dangerously* dirty! For you can't know *what* may be hiding in the dirt on their hands.

So play safe! Insist that children get their hands *thoroughly* clean—after playing outdoors, and always before eating. For health authorities agree: *clean* hands are *healthy* hands!

And remember—for extra dirty hands, your children need Lava soap! Actual wash-up tests prove that Lava gets hands cleaner—faster

—than any regular toilet soap! Lava routs out the ground-in dirt in no time—around nails, in knuckles and skin creases—gets the dirt that ordinary wash-ups miss, in just 30 to 50 seconds! Wonderful for Dad—mild and gentle for children and Mother, too. Get Lava soap today!



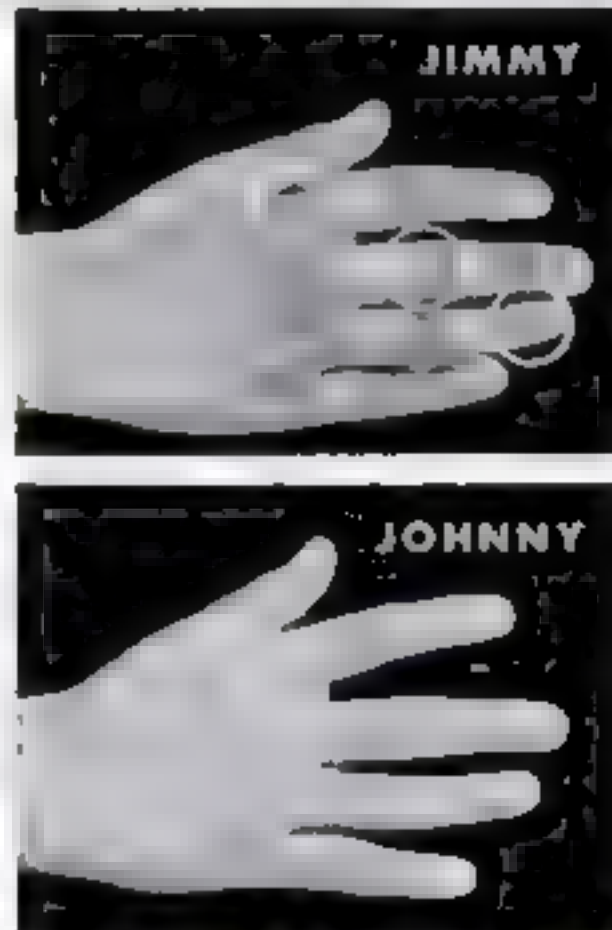
SEE HOW LAVA GETS EXTRA-DIRTY HANDS CLEANER—FASTER THAN ANY REGULAR TOILET SOAP



1. And this exciting race proves how wonderful Lava really is! Jimmy's using a leading toilet soap—Johnny's using Lava. Ready—set—go!



2. Watch Lava get that ground-in grime! See its rich lather get hands, nails, knuckles really clean in just 30 to 50 seconds! Time's up!



3. Johnny wins by a mile with Lava! Jimmy—using his regular toilet soap—still has half-clean hands. Don't take chances—get Lava today!



**GET LAVA...THE FASTER WASHUP
FOR ALL EXTRA DIRTY HANDS**



AS ARMY SEARCHLIGHT PROBES RED POSITION (TOP LEFT), FLARES (TOP CENTER) SIGNAL TRUCE AND SOLDIERS (BOTTOM) STAND IN PEACEFUL MOONLIGHT

HOW THE TRUCE CAME TO KOREA

PHOTOGRAPHED FOR LIFE BY MICHAEL ROUGIER AND JUN MIKI

A U.N. searchlight called a "moonbeam" was playing unblinkingly on enemy positions on Old Baldy from Hill 347 on the 7th Division's front, as it had every night for three months. On their left guns of the ROK 1st Division grumbled on. Then from the 1st Marine Division flares burst in the sky. It was 10 o'clock, the hour the truce was to take effect.

The South Korean firing abruptly ended.

Someone switched off "moonbeam" and in the paler light of the real moon, shadowed by scurrying clouds, helmeted, flak-jacketed men stood about. A few muffled shouts went up. From Communist lines loudspeakers blared martial music and occasionally a voice called out in comic-opera English, "Congratulations to the United Nations forces." The GIs chattered a bit. "I'm glad it's over," said one. "I hope

I'm not around when the whistle blows again," said another. They told each other that, thanks to the quiet, they would sleep well. But most, keyed up, didn't sleep at all. How the truce came to Korea is shown on this and the next 12 pages. If the deep drama of this event in history was missed for the moment by the world at large, it was frozen in its somber reality by LIFE's Korean war photographers.



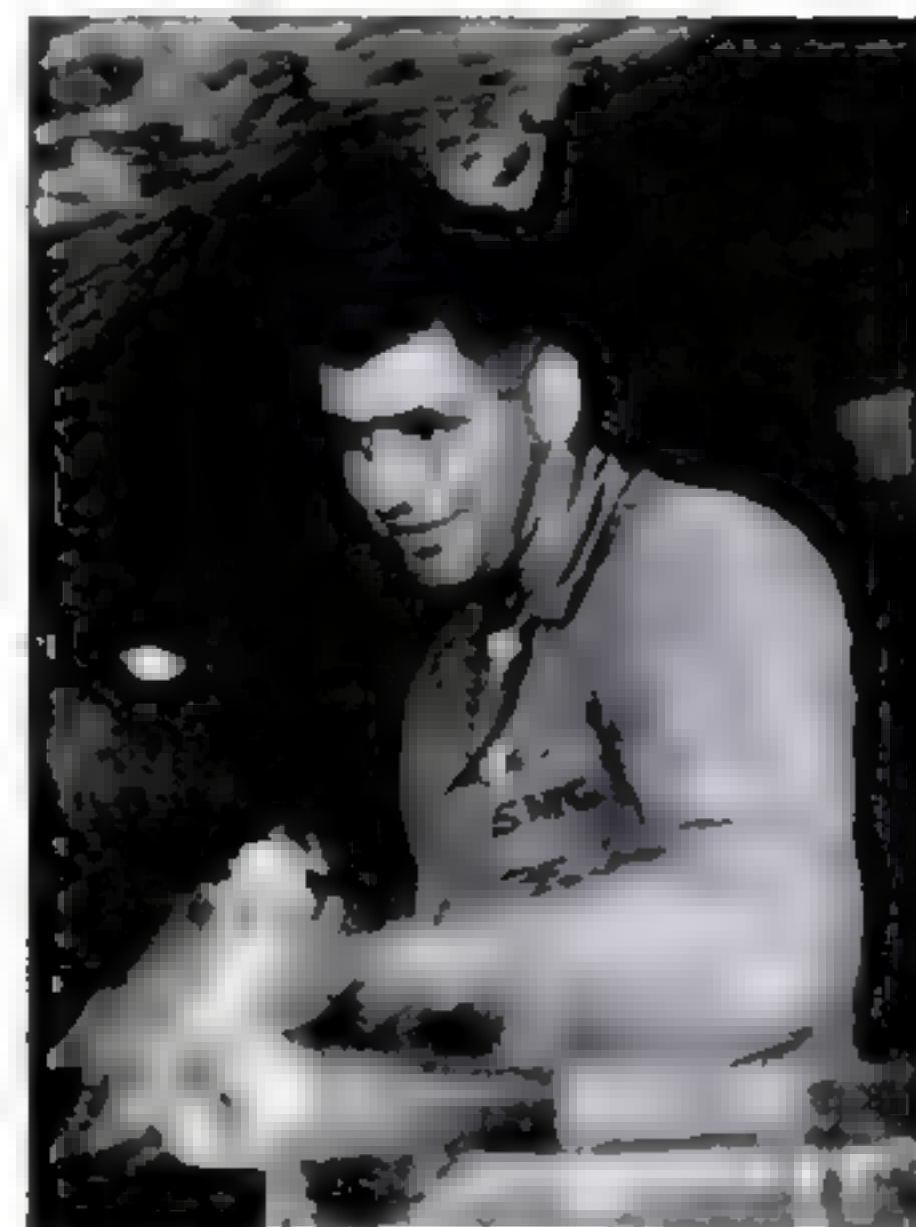
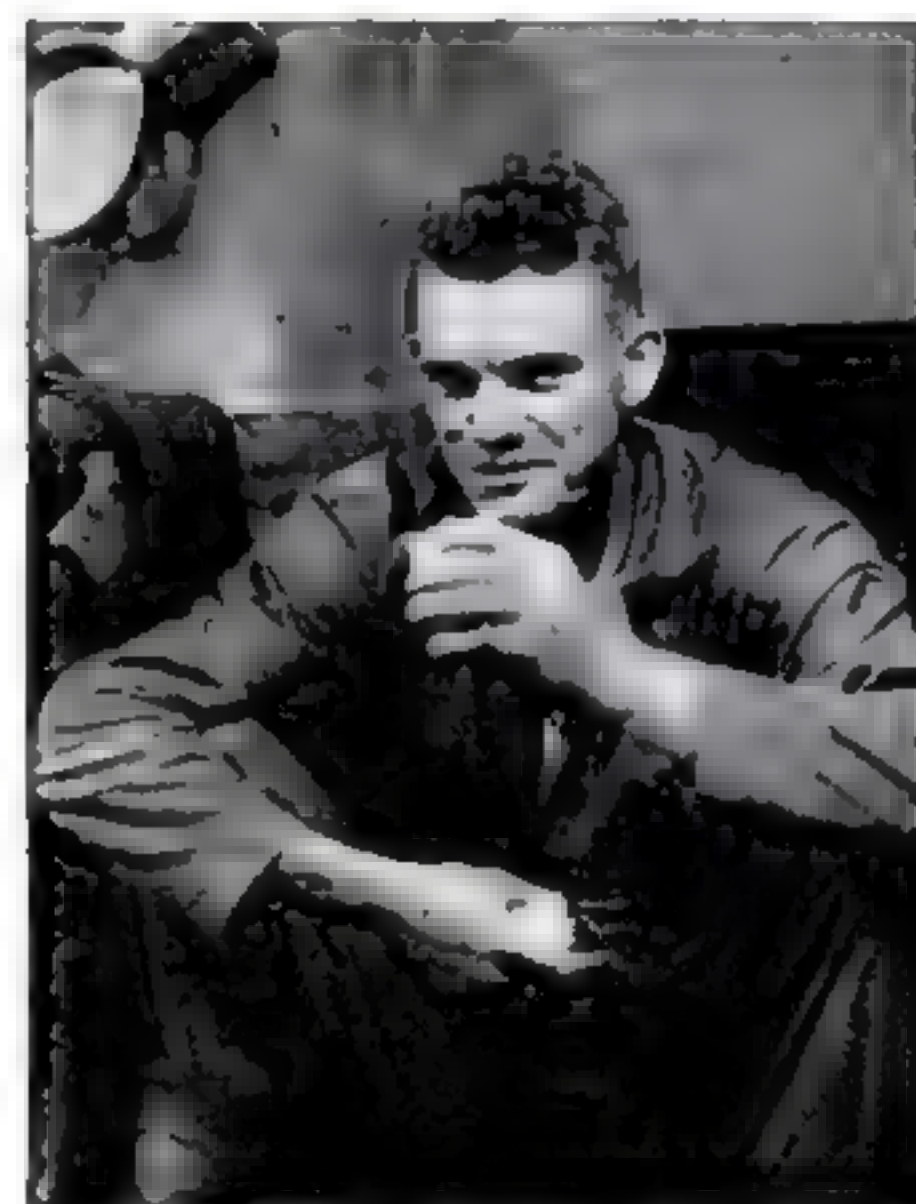
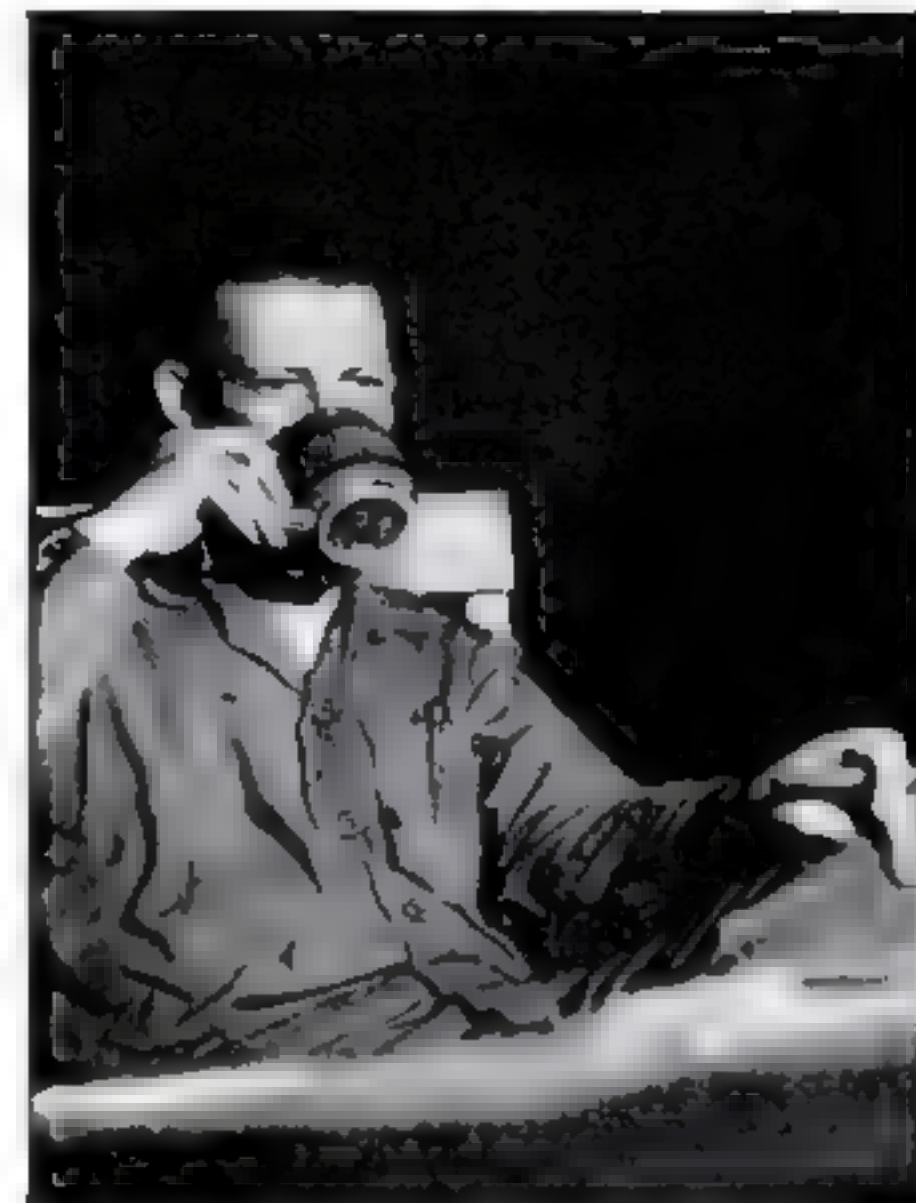
WEARING BANDAGE OVER BURP GUN WOUND, MARINE LIEUT. TED LUTZ RELAYS FRONT-LINE REPORT

IN LAST LONG MINUTES, MEN DARED SMILE

The Marines at the position known as Boulder City had been the target of the last heavy Communist attacks. Now as they sat in their bunkers awaiting the cease-fire signal, they wavered uncertainly between skepticism and hope. They nibbled on cold sandwiches, swallowed coffee and stuck patiently by their phones. As the

hours passed and no new trouble started, smiles that they couldn't have held if they wanted to began to appear on their faces. When the truce signal came, they breathed easier but that was all. Next morning in the first light of dawn they crawled cautiously out into the open like chipmunks to make sure it was really true.

IN CANDLELIT BUNKER A MARINE TAKES OUT LETTER FROM HOME HE HAS NEVER HAD TIME TO READ



WITH 45 MINUTES TO GO before the cease-fire the staff in a Marine battalion command post nervously waits the signal that the fighting is to stop.

THE NEXT MORNING a cautious soldier keeps his helmet on as he stares across a beat-up valley at Chinese infantrymen coming out on Porkchop Hill.





LOOKING FOR THEIR DEAD atop shell-pocked Boulder City, Chinese swarm across no man's land carrying makeshift litters. Some have gauze bandages over

their faces to keep out the stench. In center foreground a Chinese officer in charge of the detail waylays a Marine lieutenant, holds up ten fingers to signify

THEN CAME THE TIME TO GATHER THE DEAD

After dawn on armistice morning LIFE Photographer Michael Rougier climbed with some Marines to the top of Boulder City. "The ground was covered with unexploded grenades and shells," he cabled. "A U.S. tank crew dozed not 40 yards from where the Chinese were retrieving their dead. When the Chinese had started moving forward that morning, looking for their dead, the Marines were afraid of a trick and asked for an armistice team to come up and make sure the war didn't break out all over again. But the crisis passed. A Marine indicated a pile of enemy corpses and told the Chinese to go pick them up. 'And be sure you get all the pieces,' he shouted.

'By noon that day the intense heat and smell of corpses made Boulder City one of the most horrible places imaginable. 'It read in the directive,' muttered one officer, 'that there would be no firing of weapons to celebrate the cease-fire. What the hell,' he said, looking around and shrugging, 'is there to celebrate?'



RUNNING toward Photographer Rougier, a Chinese noncom drops his litter in front of a startled

Marine guard and angrily tells Rougier to stop taking pictures. Rougier went right on shooting (right).



he wants Marines to bring up ten Chinese bodies he had spotted in Marine territory. Using hand signals the Marine told the Chinese officer to retrieve his own

dead. At first the Chinese were afraid to get that close to the Marine positions, but finally one brave litter-bearer led the way and the rest nervously followed.



POINTING directly at Rougier, Chinese tries to unnerv him by shouting "no" repeatedly in English. He was in the Marine area so Rougier kept camera clicking.



SHOVING hand in front of lens, Chinese gives last warning before retreating. Marine colonel taking pictures later was threatened by Chinese with burp gun.



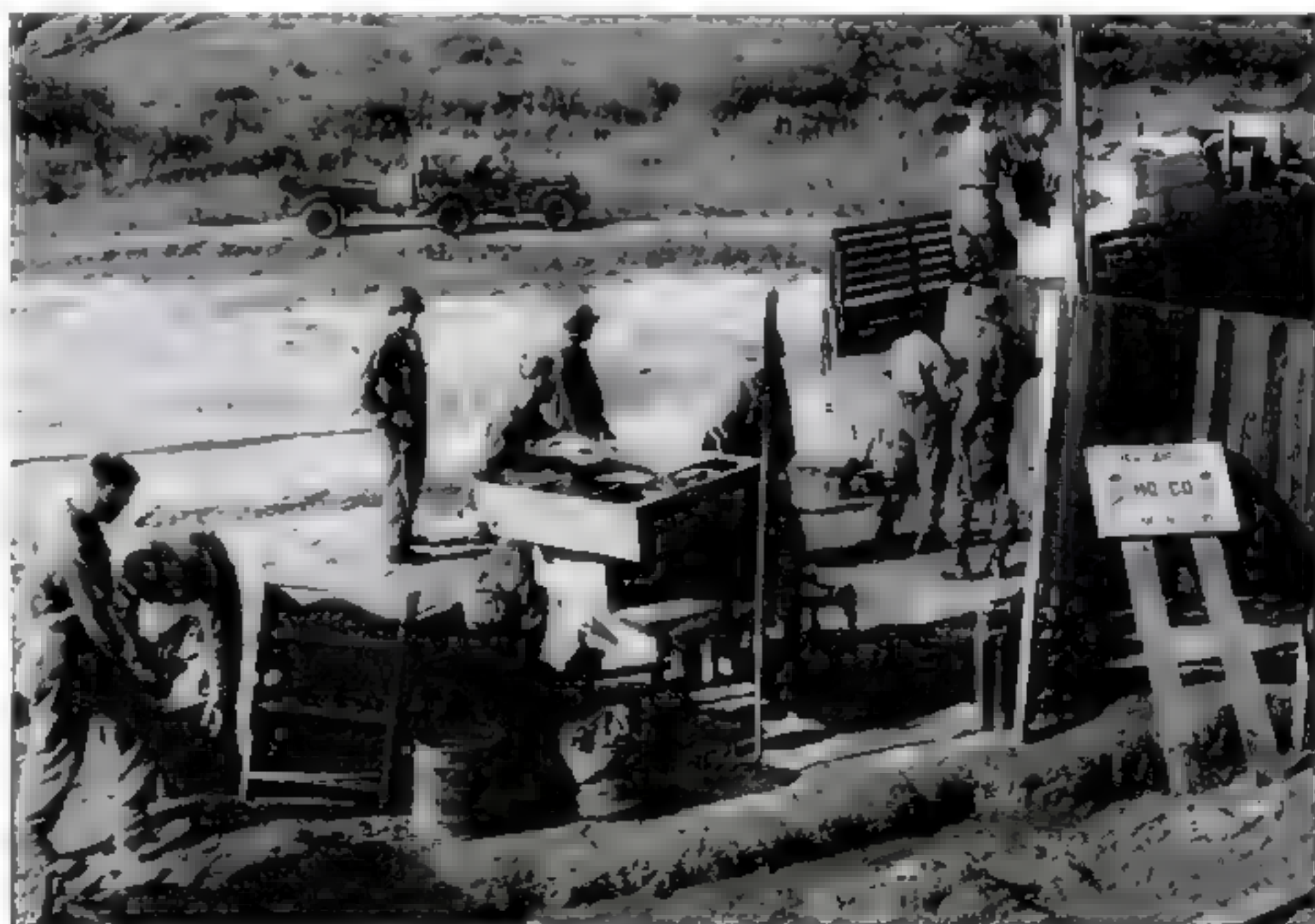
READY FOR PULL BACK from the newly quiet front, Korean soldier gets his hair cut by GI barber while other troops (*background*) brew some coffee in field.



WALKING AWAY from Boulder City, the rocky hillock left behind, men of the 3rd Marine Battalion trudge down a dirt road that will take them out of the



OUT IN OPEN, Sgt. Bennie Droll finishes shave started in tent which was pulled down around him.



THE BIG PACK UP of 32nd Regiment's headquarters company loads a truck and a jeep trailer

with supplies of every kind and personal belongings of the men, including the inevitable guitar.



buffer zone. Only the day before they had been bitterly contesting the hill with the Chinese, and in the hours since the cease-fire the path and the hillside had

been cleared of wounded and dead. But man with litter (right foreground), who has smoke grenades strapped to his helmet, keeps an eye out for other casualties.



IN FIRST HOUR of the truce, Marines just off the battle line pitch game of horseshoes made from

old mortar shells. At right is a sandbagged bunker which shortly the men were required to dismantle.



THE LINE BETWEEN the armies, on border of buffer zone, is marked by fence and a special sign.



AT PANMUNJOM, in a special signing hut erected by the Communists, Lieut. General William K. Harrison Jr. (seated, left), for the U.N., and Lieut. General

Nam Il for North Koreans and Chinese sign armistice, beginning at 10:01 a.m. Eighteen copies, nine for each side, were passed rapidly back and forth across ar

THE TRUCE CEREMONY WAS HOSTILE TABLEAU

There was none of the thrill and drama of other armistices—the 1918 and the 1940 confrontations in the railway coach in the Compiègne woods, the meeting in the Rhinns schoolhouse in 1945, the pageantry on the battleship *Missouri*. This 1953 meeting was a formal and correct tableau by officers who stared through each other when they could not turn their backs. They signed agreements reached in history's longest truce talks, 575 bitter meetings spread over two years and 17 days. The armistice provided that the repatriation of prisoners who want to go home would be

AT MUNSAN that afternoon, General Mark Clark, surrounded by officers of his forces, signed the truce as chief representative of the U.N. He is flanked right by

Generals Maxwell D. Taylor and Otto P. Weyland and left by Vice-Admirals Robert Bruce and Joseph J. Clarke and Lieut. General Samuel Anderson. North





intervening table while the two chief negotiators, faces blank, wrote. They finished in 10 minutes and, without speaking, strode out through separate doors.

completed within 60 days, and after a 90-day "persuasion" period prisoners who do not want to go home would be turned over to a political conference and then set free. South Korean President Syngman Rhee, promising to observe the truce only for a limited time for a conference on Korean unification, boycotted Panmunjom, sent only an observer to watch General Clark sign at Munsan. U.S. Secretary of State Dulles scheduled a trip to Seoul for talks with Rhee. From other U.N. members came warnings that Rhee must not be permitted to break the truce.

Korean Marshal Kim Il Sung and Chinese General Peng Teh-huai, who refused to meet Clark unless the press was barred, signed at their Kaesong CHQ.



HOPEFUL SMILE lights this ROK soldier's face as he holds up a copy of the truce agreement following the Munsan ceremonies. His leaders are more skeptical.



HONOR GUARD, with an Australian soldier joining the Americans, lines the entranceway for U.N. delegates to the Communist peace pagoda at Panmunjom.



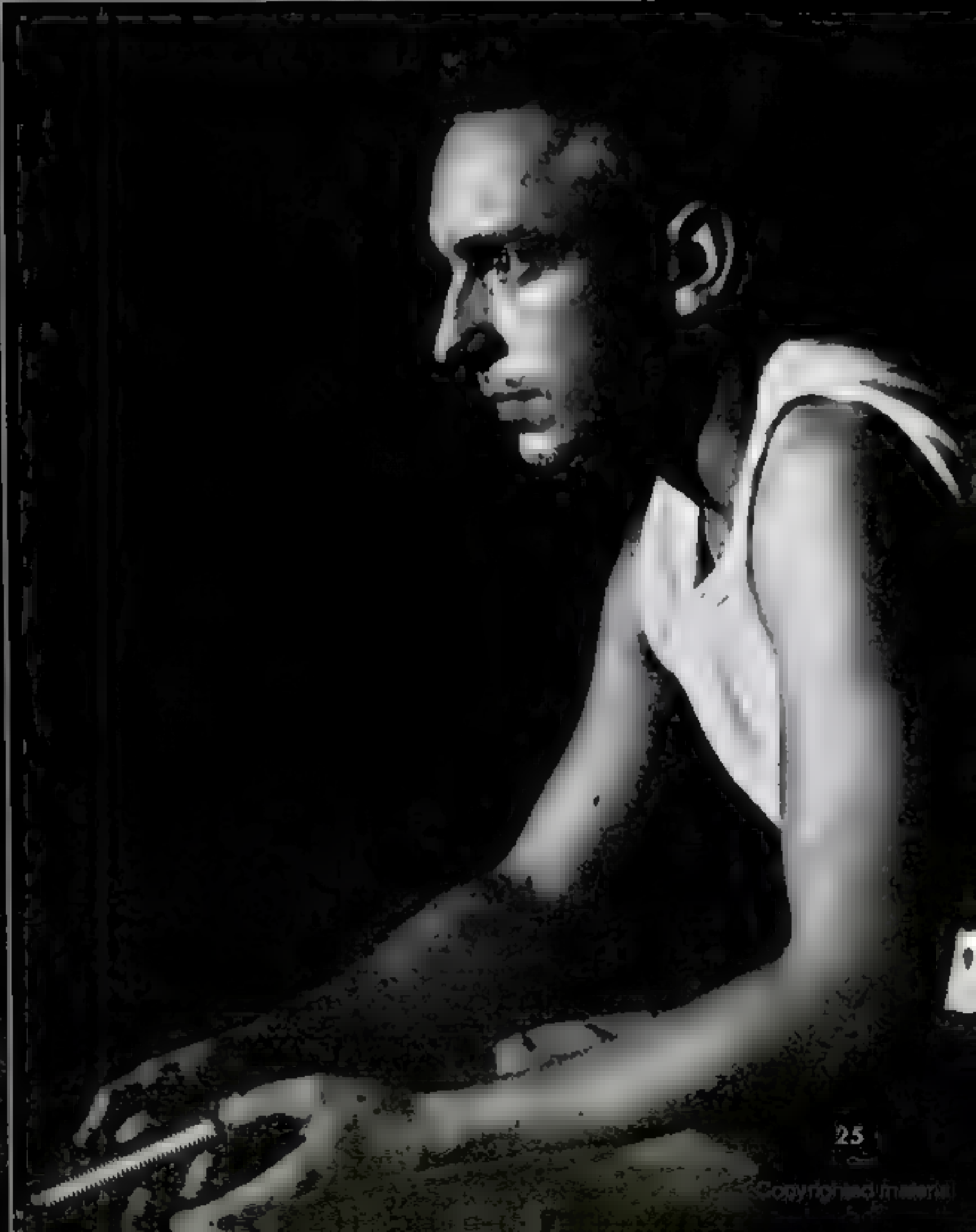
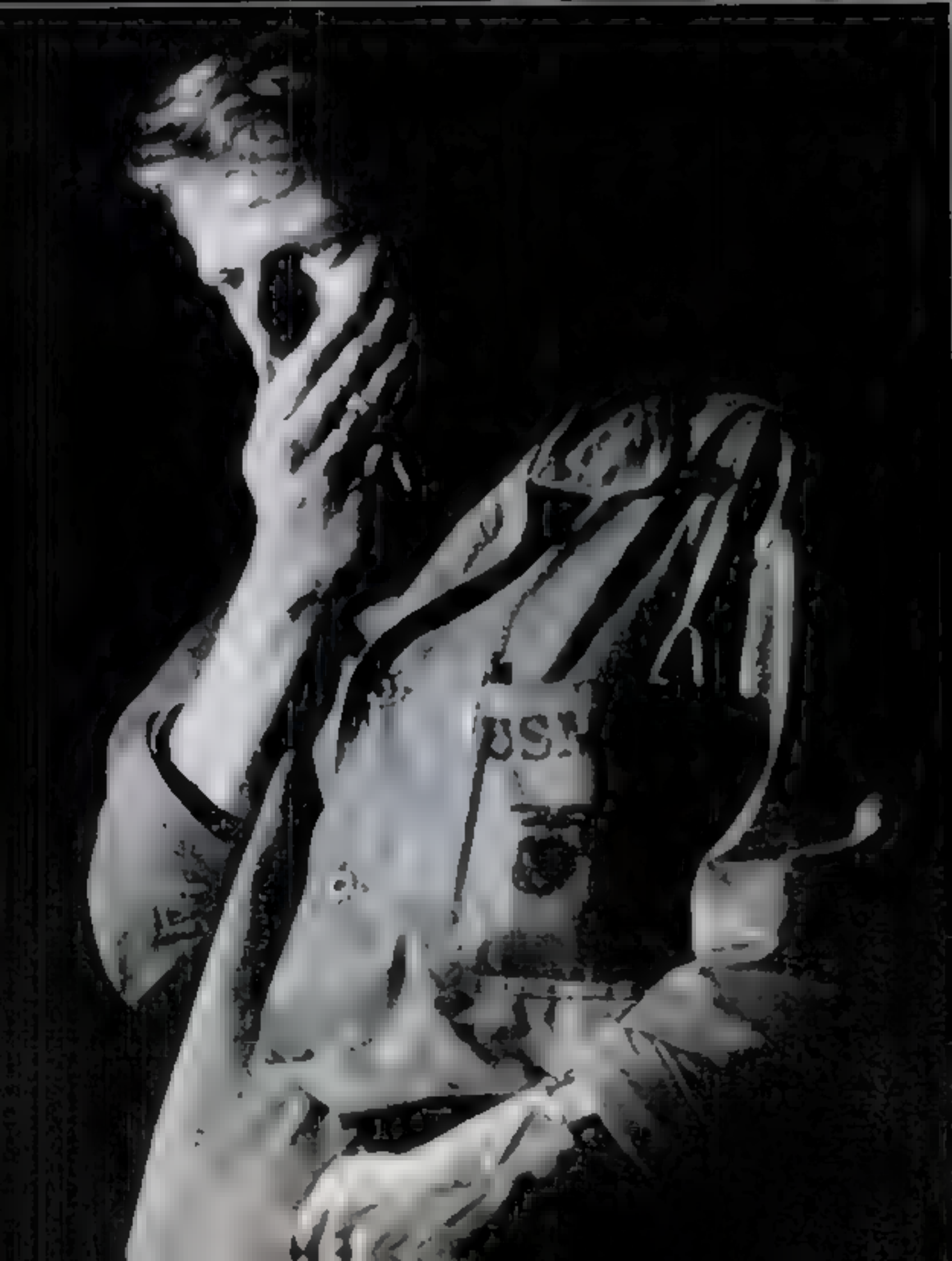
TIGHT-LIPPED WITNESS to Munsan ceremonies was South Korean negotiator, General Choi Duk Shin, who boycotted the armistice signing at Panmunjom.

DEATH IN THE GAZE OF PRAYERFUL MEN

The medics at Easy Med, the Marine front-line hospital just 15 miles from Panmunjom, had seen scores of wounded men die in their months of war. Under the pressure of work they had been forced to accept each death philosophically and to move efficiently, even impersonally, on to the next man. But on the last night of fighting, when every soldier at the front was praying that his number would not come up now and that he would not be the last man to die, the corpsmen at Easy Med were working over a 22-year-old corporal whom fate had already touched. The corporal had been moving with his squad up the back slope of a hill near Outpost Berlin when a Chinese mortar shell suddenly exploded behind him. Carried down the hill in the dark by three Marines, he was loaded into an ambulance and taken over the winding, bumpy road to Easy Med.

There the medics did everything they could. They gave him 20 pints of whole blood, and an injection of albumin when he went into shock. A team of three Navy doctors worked over him for five hours, draining his chest, removing a blood clot from his wounded right leg, setting the bones and cleaning out a shrapnel hole in his back. When he failed to rally the doctors took him back to the operating room and, as a desperate measure, amputated his leg. Then he was returned to his cot. In the darkened tent, the hush was broken only by the clink of bottles as corpsmen brought up fresh supplies of blood, or whispered conversations with men who had gone off duty and come back to see how he was doing. Then, clutching their stethoscopes, their bottles and their flashlights, the corpsmen stepped back to watch, for there was nothing more they could do but pray.







TRYING TO HELP, one corpsman choked back tear (*top, left*) as he fussed with corporal's blanket. Another gently rubbed alcohol on corporal's hands to lower fever. The Navy doctor tried to check the pulse of wounded man whose hands had been temporarily tied so he would not tear loose oxygen tube

leading to his nose and the tubes of blood and glucose which make up fluids lost from amputated leg. Then at 3:20 a.m. seven hours before armistice was signed, a white Navy blanket was pulled over the corporal's face, and the last of Easy Med's patients to die lay alone under a solitary light bulb.



THEY ARE BIGGER THAN EDC, AND WE MAY REACH THEM SOONER BY OTHER MEANS

In his recent letter to the Chancellor of West Germany, President Eisenhower has made public a slight but significant shift in U.S. policy toward Europe. In brief, he gave the liberation of East Germany an edge over the unification of Europe in our diplomatic priorities. This not only pleased Chancellor Adenauer and should help his prospects for re-election next month; it also feeds the hope that the Administration, hitherto preoccupied with the military defensive in Europe, is going on the political offensive.

As *LIFE* has pointed out before, the date of June 17, 1953, when the East Germans started the open rebellion which still continues, marks a turning point in postwar Western history. A change in U.S. tactics was therefore strongly indicated. All the more reason, then, to re-examine and reaffirm our basic strategy and goals.

In Europe, the U.S. has had two policies which, though initiated under Truman and Acheson, were at least partly of Republican origin and have had bipartisan support. The first of these goals is European unity. John Foster Dulles has repeatedly called Europe's national divisions "the world's greatest fire hazard," and would want to end them even "if there were no Soviet tension at all." As head of SHAPE, Eisenhower also preached this objective and did what he could to promote it. A dozen of inchoate monuments to the unity movement are scattered all over Europe, all favorably looked upon by the U.S.

Our other major nonpartisan goal has been to rearm Europe. This dates back to the Vandenberg Resolution of 1948 and the resulting North Atlantic Treaty. Its machinery is the complex NATO setup (14 nations) whose military headquarters is SHAPE, headed in turn by American Generals Eisenhower, Ridgway, and now Gruenther. It is to the NATO forces that the U.S. taxpayer, through MSA, has sent some \$10 billion worth of military aid. These forces are in being; only last month they completed a big joint air force exercise of 1,800 planes in which eight people were killed. But no military strategist thinks NATO could defend Europe without German participation; and although the Allied ministers accepted the idea of German rearmament soon after Korea, the first West German soldier has yet to don a uniform or shoulder a gun.

This alarming fact is what gives importance to another European project, the European Defense Community, or EDC. It, too, dates back to the early days of the Korean war, when the Council of Europe responded (in "a paroxysm of leadership which it later repented") to some rhetoric of Churchill's with a resolution for a pan-European army. A few months later René Pleven, France's prime minister, picked up this idea as a way to kill two or three birds with one stone. His plan became a provisional agreement among six nations to merge their forces into a single army under a supra-national command, while at the same time attached to NATO and SHAPE. The six nations are France, Italy, Western Germany, Belgium, The Netherlands and Luxembourg. Here was a plan which would not only advance European defense and European unity, but would also rearm Germany on terms that would least alarm the French. Indeed, by mingling French and German troops under the same command, it almost promised to make another Franco-German war impossible. The EDC, on paper, was a beautiful piece of multi-purpose machinery.

On paper it remains. Despite the promise of U.S. support, the EDC blueprint spent most of last year waiting for the

results of the American elections. Next, of the three strong statesmen whose equilateral triangularity originally gave EDC its political backbone—France's Schuman, Germany's Adenauer and Italy's De Gasperi—all but Adenauer have lost their jobs. But above all, the Russians launched their peace offensive. This has cut the heart out of Europe's sense of urgency about its own defense.

Ever since January, Secretary Dulles has tried to revive interest in EDC. However, none of the six signatory nations has yet completed ratification and show no present disposition to do so. The last diplomatic battle in its behalf—not a very bloody one—was waged within the Big Three Foreign Ministers' conference in Washington last month. Its champion was Lord Salisbury, who argued quite correctly that if the Western allies were to invite Malenkov or Molotov to a conference they would be in a better bargaining position with EDC ratified than without. But Bidault argued that if such a conference failed, EDC would be easier to ratify, whereas if it succeeded, EDC would be "unnecessary." Dulles seemed not to care much any more, and went along with Bidault.

Is this a defeat for American goals in Europe? If Dulles was merely trying to help a facade of Western unity, it was certainly not much of a triumph. But reading Eisenhower's letter to Adenauer, we prefer another explanation.

With its peace offensive, the Kremlin has exhibited more control over EDC's fate than Washington. Though a European invention, the only European blood that runs in EDC's veins is the blood of fear, variable at Russia's whim. To men who, like Dulles and Eisenhower, are deeply committed to the remaking as well as the rearming of Europe, the beautifully machined EDC is certainly not this year's best tool. For in ways that the Kremlin does not control, Europe, still a political dynamo, is busy remaking itself.

The rebellion in East Germany is a continuing opportunity for Western political attack until that suffering land is free. Our successful food campaign (p. 33) is surely but the first of many contributions we can make toward the inevitable reunification of Germany—and the subsequent liberation of the rest of Eastern Europe. With such gains for freedom in prospect, why confine our energies to the unfinished business of military defense?

That of course must not be neglected either, and there is no reason to dump or repudiate EDC—even though it is not the only way to get Germany rearmed. Still less should we forget our goal of European unity: the more Europe recovers its Eastern members, the more it will need unity. But the very process of Europe's enlargement, by breaking up the sterile stalemate of the present power balance, can also adrenalize its responses (especially French responses) to the challenge of change.

If U.S. policy remains firm in its basic objectives, it can be all the more flexible in its methods and priorities. Besides the unification of Germany, there are many other European problems which are more opportune chances than EDC for the advancement of our goals. Trieste, for instance, which appears to be stymied by the State Department's false fears that Tito will relapse into the Russian orbit; why not more work on that? And on Austria, or the Saar, and on the ever-returning foreign trade problem? Solutions in these vexed areas could change the impotent atmosphere of European politics in ways that will bring a new Europe closer to birth. If Eisenhower and Dulles show skill and resolution on such fronts, EDC can wait.

Ava Gardner

Starring

MOGAMBO

An M-G-M Picture, Color by Technicolor

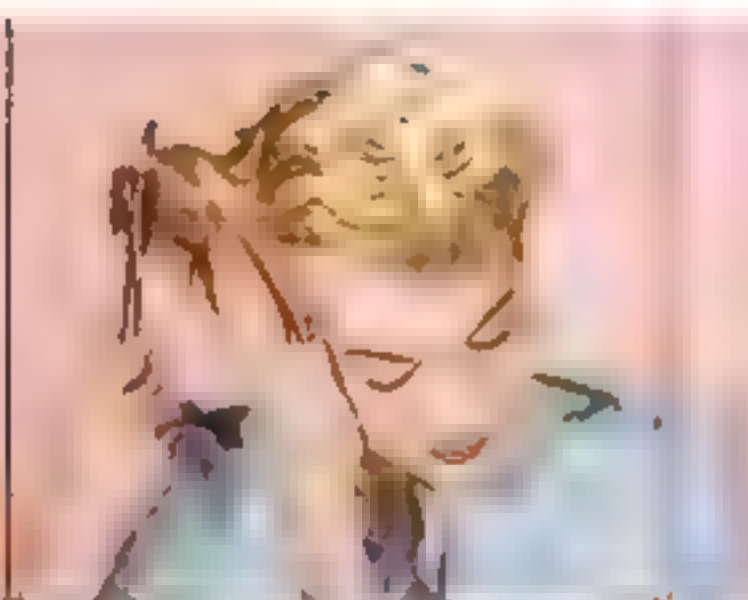


YES, AVA GARDNER uses Lustre-Creme Shampoo. In fact, in a mere two years, Lustre-Creme has become the shampoo of the majority of top Hollywood stars! When America's most glamorous women use Lustre-Creme Shampoo, shouldn't it be *your* choice above all others, too?

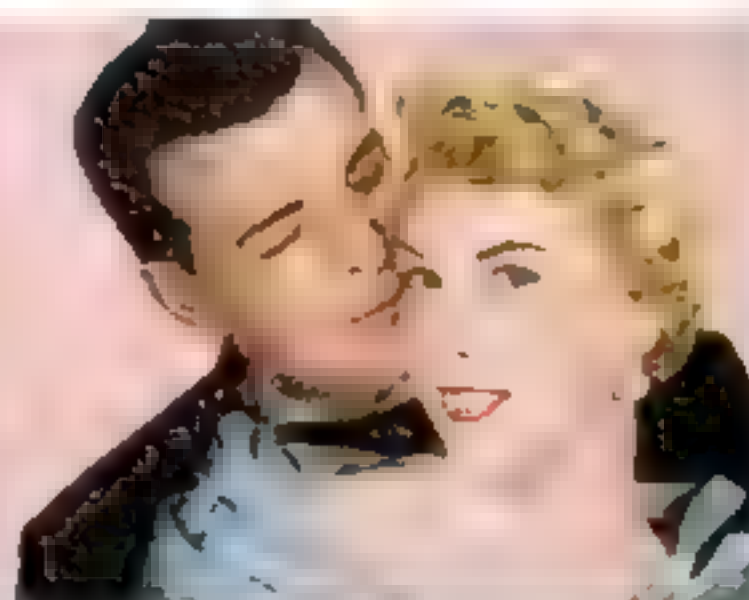
For the Most Beautiful Hair in the World 4 out of 5 Top Hollywood Stars use Lustre-Creme Shampoo



Glamour-made-easy! Never was hair care easier or more rewarding. Even in the hardest water, Lustre-Creme Shampoo foams into lavish, deep-cleansing lather that actually "shines" as it cleans . . . leaves your hair soft and fragrant, gleaming-bright.



Will not dry hair! Wonderful Lustre-Creme doesn't dry or dull your hair—even if you want to shampoo every day! Lustre-Creme is blessed with *Natural Lanolin* to make up for loss of protective oils . . . bring out glorious sheen and sparkling highlights in your hair.



Makes hair eager to curl! Now you can "do things" with your hair—right after you wash it! Lustre-Creme Shampoo helps make hair a joy to manage. Even flyaway locks respond to the lightest touch of brush or comb. And this, without any special after-rinse!



Fabulous Lustre-Creme costs no more than other shampoos—27¢ to \$2 in jars or tubes.

and thrilling news for users of liquid shampoos! Lustre-Creme Shampoo, now available also in new Lotion Form, 30¢ to \$1 00.



Wrinkl-Shed crush-resistant cottons by Dan River stay clean and fresh the whole day through, because chalk marks and smudges can't rub in! What's more, wrinkles "hang" out overnight. They launder in half the time, dry quickly, iron in a wink. And the fascinating high fashion patterns and colors are woven in for life.

To take the work out of washday and make your pride and joy the "smartest" girl or boy in the class, always look for the Wrinkl-Shed tag when you shop. It's the mark of well-schooled cottons!



THERE'S LESS HOMEWORK FOR MOTHER...



Left: "THERMO-JAC" SIDELINER... in water-shedding Wrinkl-Shed poplin! Red and grey plaid, teen and junior sizes. About \$15.

Center: THE STRIPLING SHIRT... in dark-with-white checked Wrinkl-Shed boldly striped with red. Sizes 1 to 7 about \$2.50. Sizes 8 to 20 about \$2.95.

Right: THE HONOR STUDENT... in combed cotton plaid with a jacquard look. A Barney Davis "Suncraft" blouse of Wrinkl-Shed. Sizes 30-38, 40-46. About \$3.



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Fabrics with fashion woven in!

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DAN RIVER MILLS, INC., DANVILLE, VA.
Makers of Dan River® Dress Fabrics, Wrinkl-Shed®
Wrinkle-resistant Cottons, Sportswear Fabrics,
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Fabrics, Yard Goods, Sheets and Pillow Cases

®Registered Trade Mark for Dan River Mills' wrinkle-resistant cottons.



Left: **TEACHER'S PET...** by Love, in dark shadow-stripes with bright vestee and cuffs, Sizes 3 to 6x, about \$5. Sizes 7 to 14, about \$6.

Center: **THE SCHOOL TIE STRIPE...** in rich new Winterweave, with dark ribbed top and circle-striped skirt. By Jonathan Logan, sizes 7 to 15. About \$14.95.

Right: **THE CAMPUS CASUAL...** bright with dark drama in a trim shirt of Wrinkl-Shed broadcloth, with a hand-woven look to the stripes, S, M, L, XL, about \$6.00



When famous brands
are rounded up...

—famous Paul Jones stands out
for its rare, mellow flavor

—and for its sensible,
money-saving price!

Paul Jones

*You just can't buy a
better drink at any price!*



WAITING FOR PACKAGES OF FOOD IN WEST BERLIN, PACKED CROWDS OF EAST GERMANS SURGE AGAINST POLICE LINES STRUGGLING TO MAINTAIN ORDER

HUNGRY GERMANS SCRAMBLE FOR WEST'S FOOD

The biggest breadline in the world today produced a jam-up of bargain-basement fury in West Berlin. Women shoved each other around and were trampled underfoot. Crying children were lost in the crowds. The clanking mobs were East Germans who last week defied Communist warnings and swarmed across the border for free food distributed under the \$15 million U.S. relief program announced by President Eisenhower last month (LIFE, July 27). At a rate of more than 180,000 a day,

coming from all over the Communist zone, the East Germans descended upon 35 distribution centers operated by the West Berlin government and snapped up packages of lard, flour, dried beans and condensed milk. It was enormously effective propaganda. Furious and frustrated, the Communist government tried vainly to stop the program by snatching food packages from some returning East Germans, lifting their identity cards and clamping down on rail travel to Berlin from the outlying Soviet zone.



**Banish
clockwinding
forever!**



**Sleep with no bothersome "tick tock"!
G-E STARTER ALARM-\$3.98***

Do it with electricity! Do it with G.E.'s new, low-priced alarm, *The Starter!* Modern-styled case of ivory-colored plastic. Big, friendly numerals and so easy to read. Shatterproof crystal. Sweep-second hand.

Get a G-E Electric Clock—set it and forget it. These clocks are timed with U. S. Naval Observatory settings via your electric power company. They're silent, too. No "ticking" or "tocking" in the night. And *nothing* to wind! Rugged and dependable, of course!

"You can put your confidence in General Electric." General Electric Company, Small Appliance Division, Bridgeport 2, Conn.



Luminous Starter

← \$4.98*

Big glowing hour dots and hands can be read in the dark!

G-E Electric Clocks from \$3.98* to \$845.00*

GENERAL  ELECTRIC

*Manufacturer's recommended retail or Fair Trade price. Plus applicable taxes.

Food CONTINUED



AT BORDER STREET IN BERLIN, EAST GERMANS HAVE TO SHOW IDENTITY



HIDING FOOD, a young East Berlin mother tucks parcels under mattress in her baby carriage before starting trip back past Red police at the border.



A MOUNTAIN OF EMPTY MILK CARTONS COVERS THE GYMNASIUM FLOOR



CARDS TO RED POLICE BUT ARE ALLOWED TO CROSS INTO WEST BERLIN



HIDING FACES from camera in fear of identification and reprisals by the Communists, a group of East Berliners await food at a distribution center.



OF A SCHOOL WHERE FOOD IS DISTRIBUTED IN BOROUGH OF KREUZBERG

**Keeps hair naturally
well-groomed!**



'Vaseline' Hair Tonic makes your hair look naturally neat—and keeps it looking neat! Why? Because it checks dry scalp—blends in with the natural oils in your hair!

**checks
dry
scalp**



**contains
no
alcohol**



Just a few drops a day relieves loose dandruff . . . tames unruly hair that so often accompanies a dry, oil-starved scalp.

Contains no alcohol or any other scalp-drying "mystery" ingredients.

Vaseline HAIR TONIC

TRADE MARK ® VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cona'd

LIFE ON THE NEWSFRONTS OF THE WORLD

Congress passes refugee bill, Italy's premier loses out, AEC announces a faster atomic submarine

Acting swiftly on legislation during the week they hoped would be the last in the congressional session, the U.S. Senate and the House of Representatives passed the refugee immigration bill urged on them by the President, allowing 214,000 aliens and refugees who have fled from Iron Curtain countries to enter the U.S. in addition to the regular immigration quotas. They also approved the allotment of \$200 million of defense funds for Korean relief, and passed some measures that make it legal to sell whisky to American Indians and subject them to the white man's criminal law in several states. Then, after pausing to eulogize their late great colleague, Senator Robert Taft (pp. 39-42), they decided to stay in session beyond the unofficial Aug. 1 adjournment deadline in order to tackle more bills on President Eisenhower's list of "musts."

Enterprising thieves climbed a 2,800-foot mountain in Germany, scaled the turreted walls of the Hohenzollern castle atop it, cut through some iron bars and made off with at least \$100,000 worth of the Prussian crown jewels, medals and plates of gold, including some diamond-studded snuff boxes left by Frederick the Great and a golden table set presented by Queen Victoria to Kaiser Wilhelm at his christening.

De Gasperi falls

Italian politics, which since World War II have been among the most stable in Europe, entered a period of crisis last week when Premier Alcide de Gasperi's newly chosen coalition cabinet failed by 20 votes to get a vote of confidence in the Chamber of Deputies. The 72-year-old premier, staunch friend of America and a proponent of the European Defense Community (see editorial, p. 28), firmly refused to save himself by making any deal with the Communists or the left-wing socialists and thus brought to an end his seven-year, seven-month tenure. None of Italy's eight parties is large enough to form a government alone, and some new coalition will have to be formed.



THE "BABE" TEES OFF IN CHICAGO



PRISONER POLYGAMISTS LINE UP AFTER CHOW BENEATH JAGGED ARIZONA CLIFFS

Mass 'love nest' is raided

Determined to prosecute the polygamists (36 men, 86 women, 263 children) of Short Creek, Ariz., law officials spent two years in cloak-and-dagger spying. Then they assembled 60 state troopers, five police matrons, 12 liquor inspectors, assorted photographers and the attorney general, swooped down for a pre-dawn "love nest raid." They found the Short Creekers meekly waiting for them in the schoolyard. Charged with crimes ranging from illegal cohabitation to misuse of school funds, villagers explained they were Mormons who refused to accept the Mormon ban on plural marriage. It was like hunting rabbits with an elephant gun, and one asked, "Why do they need a couple hundred cops to round us up?"

U.S. auto makers set an all-time production record, rulling out 3,852,624 autos in six months. The biggest builder, General Motors, produced 1,825,014 vehicles and did a bigger volume of business (\$5,441,000,000) than any corporation in all history.

The 'Babe' and Ted come back

Two of the greatest club-swinging athletes of the age returned to the world of professional sport last week.

Back from a cancer operation came Golfer "Babe" Zaharias to enter the All-American Golf Tournaments at Chicago's Tam O'Shanter Country Club, the first prolonged playing she has attempted since her operation in April. The first day "Babe" came in 15th in the field of 31 women, with a score of 82 on the first 18 holes, but proved a more important point: she is well enough to swing her clubs.

Back from Korea came Captain Ted Williams, now 34, with 38 combat missions in jet planes behind him. Williams reported to the Red Sox, signed a contract rumored to pay \$150,000 through 1954 and took some practice swings (right). He mused the first two balls pitched to him, then connected with the next 110, including two "home runs."

Michael Patrick O'Brien, the man without a country who for 10 months could not get off the Hong Kong-Macao ferry (LIFE, Oct. 20), last week made it to solid soil when Hong Kong officials spirited him off the boat. The ex-bartender, ex-ball player, ex-convict was next reported flying toward Brazil with a passport supplied by the combined efforts of the Roman Catholic Church, an American attorney, the U.N. and a mysterious woman in Rio de Janeiro.

Atomic progress

The semi-annual report of the Atomic Energy Commission disclosed that a third atomic submarine is being designed that will have "significantly higher speed" than the two atomic craft now on the ways. The AEC also revealed that it will pay \$300,000 to seven scientists who in 1940 took out a patent on a way to make isotopes which later found important use in the atomic energy program. One of the seven is Nobel prize-winner Enrico Fermi. Another is Bruno Pontecorvo, who disappeared in 1950, now is believed to be working in Russia. The U.S. will withhold his share.



TED SMACKS ONE IN FENWAY PARK



Expect something wonderfully different in

BALLANTINE

Ale

HERE'S FLAVOR AND SATISFACTION—full-rigged and with all sail set!

Top Fermentation—with Ballantine's pedigreed yeasts working upward, not downward—makes the difference in flavor and satisfaction. That's why it's

the *only* ale served, more often than not, at America's finest hotels, restaurants, and clubs—including yacht clubs.

If by any chance your education hasn't included Ballantine Ale, you have an experience ahead!



P. Ballantine & Sons,
Newark, N. J.

FOR BROTHER AND SISTER...

Watch 'em go for Hunt's Heavenly Peaches! Ummmm—how they love these tender, golden beauties. Good for them, too. Serve Hunt's often!



RECIPE

Heavenly Broiled Peaches

Place 6 peach halves cup side up in shallow baking dish. Dot each with butter. Mix 2 tbsp. syrup from peaches and 2 tbsp. lemon juice; pour over peaches. Follow with any of the following: mint jelly; currant jelly; shredded coconut; a mixture of chopped maraschino cherries and nuts. Bake about 15 minutes on low broiler. Heat and broil until peaches are lightly browned, basting occasionally. Serve for dessert, or with roasts.

Hunt's for the best



For Mrs. and Mister...

Broiled Heavenly Peaches! What a wonderful treat for you and your guests. Grand as a dessert. Grand with roasts. And they're so easy to make! See recipe below picture.

Hunt's
Heavenly Peaches
at down-to-earth-
prices!



A GREAT CONSERVATIVE DIES

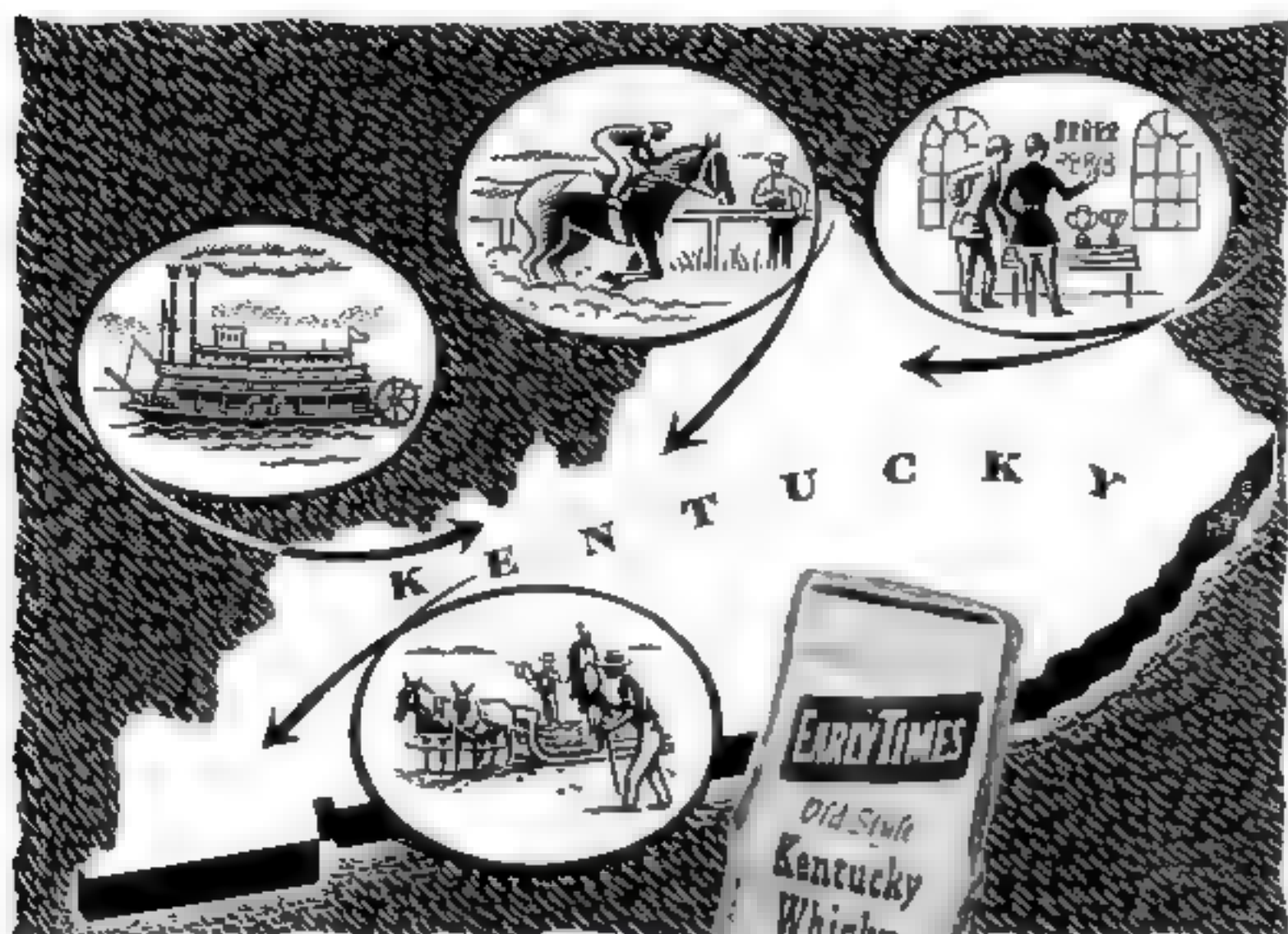
Thoughtful, tactless Bob Taft never won the presidency but won the nation's esteem for his integrity

Senator Robert A. Taft sat deep in reflection amid the hubbub of a Republican party rally when the hitherto unpublished picture above was taken. It records a characteristic image of a great man who died last week. He was a thoughtful man with the lifelong habit of saying exactly what resulted from such moments of deep cogitation as this. He explained this sometimes disconcerting habit, saying, "It isn't honest to be tactful." Such uncompromising personal integrity eventually lifted him to a peak of public esteem attained by few Americans. Upon his death last week at the age of 63, men with whom he had long disagreed most vigorously expressed a sudden sense of personal loss in eulogies that

were scarcely less fervent than those of grieving friends and relatives.

There was no more contradiction in what former opponents said of him than there was in the contradictory character and controversial career of Robert A. Taft. Early, as the son of a distinguished father, he had looked forward to high public office. At the age of 12 upon being presented to Pope Leo XIII and being asked what was his ambition, he expressed the hope that he would become the chief justice of the U.S. Later when he watched his father inaugurated as President, his sister believed that he had conceived a still higher ambition. From ward worker to senator he served his party so well it became the habit to hail him as

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BECAUSE
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PRESIDENT TAFT'S FAMILY celebrated the President's silver anniversary on the White House porch. At that time his son Robert A. Taft (back row, far left) was at Harvard. Fourth from left, second row, is Helen Taft Manning, his surviving sister. Extreme right, back row, is brother Charles.

GREAT CONSERVATIVE CONTINUED

"Mr. Republican." Yet the party three times denied him its presidential nomination which he eagerly sought. The disappointment never shook Taft's partisan faith. While he never became president as his father did, historians will certainly record that he did more than the elder Taft to alter the course of national policy.

Swept into the Senate in 1938 on the first wave of really effective opposition to Roosevelt and the New Deal, Senator Taft became the real leader of its opposition. One of the best informed legislators ever to sit in Congress, Taft was more effective in his opposition because he made specific criticisms of specific measures. Taft was essentially a conservative, but his opinions were not easily classified. After helping kill the bill on federal aid to education, he restudied the measure and became one of its most ardent advocates. When he sponsored public housing, his attitude bewildered many of his good friends and caused his colleague from Ohio, Senator John Bricker, to say—only half in jest—that "the Socialists have gotten to Bob Taft." When President Truman asked Congress to draft striking railroad workers into the Army, Taft objected and killed the bill. Later he sponsored the Taft-Hartley Act which incurred the lasting opposition of union labor. They threw picket lines around his political meeting places and, once, even around the church where his son was to be married.

If Taft's views on domestic policies were clear-cut and exact, his opposition to foreign policies often seemed strangely muddled. He denied vigorously that he was an isolationist, proudly boasted that he supported Woodrow Wilson and the League of Nations. But he consistently voted against the measures to prepare the nation for World War II—even expressing the hope after Pearl Harbor that no overseas

CONTINUED ON PAGE 42



SENATOR TAFT'S FAMILY gathered at Murray Bay, Que., Canada in 1952. Three of sons, three daughters-in-law and nine children were present. In the second row: Mrs. Robert Taft Jr., Horace Taft, Mrs. William Howard Taft III, Lloyd Taft and William Howard Taft III. Son Robert is missing.

Kodak
TRADE-MARK



*With snapshots,
the sun never sets
on boyhood*

Childhood, like vacations, is over all too soon. But its bright, young face smiles at you all your life—in snapshots. Snap them now—those barefoot years are shorter than you think.

*Take your camera with you everywhere—
for that's where great snapshots are*

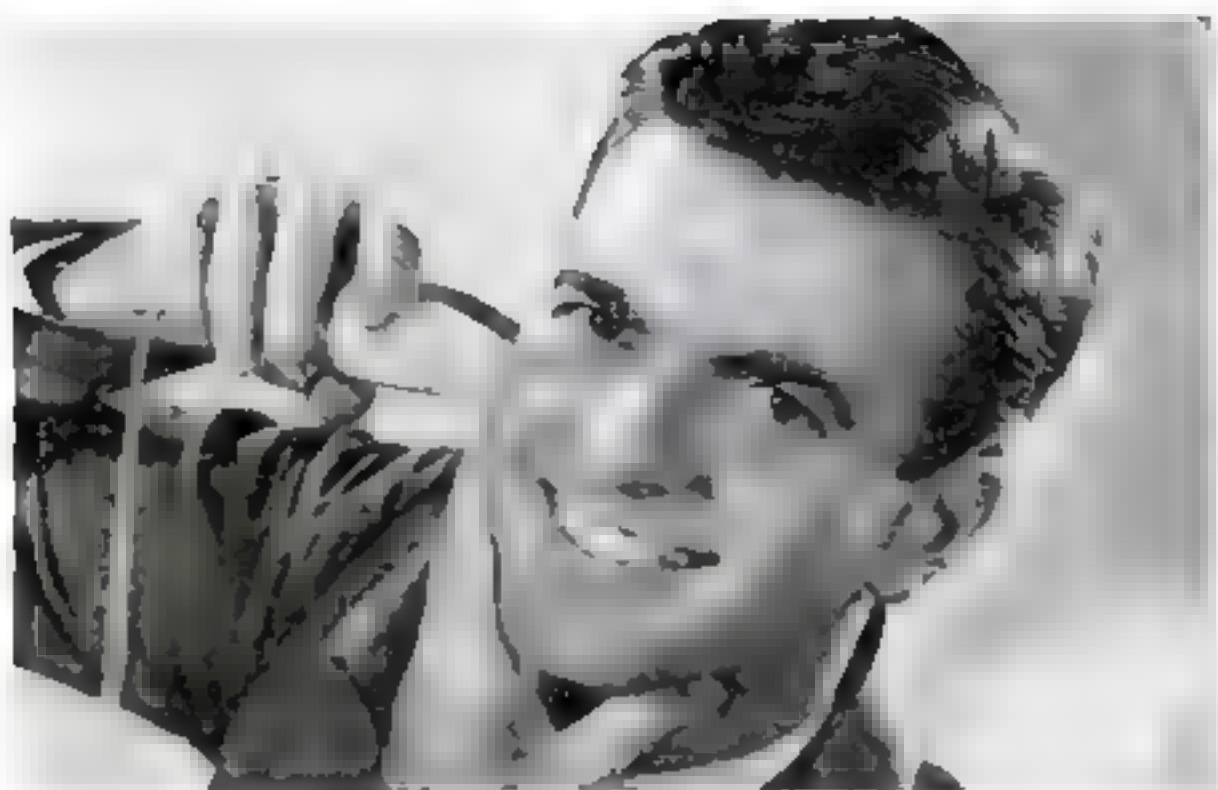
It's so easy to save your memories instead of wishing you had. And it costs but pennies. Just get the take-your-camera habit. Take it everywhere—and use it. On the porch. In the yard. On family outings. Wherever you go. Try it for a week, and you'll want to do it all your life.

New, thrifty Duo-Pak holds two rolls of Kodak Verichrome Film for black-and-white snapshots. One for your camera . . . one for a spare. In the popular sizes 620, 120, and 127.

First choice of beginners and experts alike—
Genuine Kodak Film—in the familiar yellow box

Eastman Kodak Company
Rochester 4, N. Y.





Fast, cool electric shaving no matter how hot the weather! That's what thousands of men now enjoy with this wonderful before-shave beard conditioner. Try it yourself—and see why they smile!

In Hot Weather

*get top performance from
your electric shaver*

No need to have summertime shaving troubles with your electric razor! You don't have to put up with razor drag that's caused by sticky weather, or get your razor clogged by perspiration. You don't have to get uneven shaves due to wilting whiskers, either. Not any more! All these are done away with when you use this wonderful beard-conditioner... *before you shave!*

It instantly conditions your face in three ways. And as a result, it gives you a closer, longer lasting, quicker shave... and with any electric shaver.

You just spread a few drops on your face before shaving, and here's what happens:

1. Perspiration that clogs your shaver is evaporated
2. Your skin is smoothed, lubricated to eliminate "shaver drag" and allow faster, far more comfortable shaving
3. Your whiskers are softened so your shaver can cut them off quickly, cleanly and closely.

This marvelous *before-shave beard-conditioner* is called Letric Shave. Besides letting your electric shaver operate at peak efficiency in hot weather, Letric Shave leaves your

face feeling wonderfully cool and refreshed—brings new shaving comfort to skin that is dry and sensitive. And it's good for your shaver's cutting head, too.

Try Letric Shave tomorrow. It's available at your nearest drugstore or toilet-goods counter—and it costs less than a penny a shave! Only 49¢, no U. S. tax, for the 3-oz. bottle—enough for 80 shaves.

Free! We'll send you a generous sample bottle of Letric Shave—enough for a full month of shaving—absolutely free. Send your name and address to The J. B. Williams Co., Dept. LL-18, Glastonbury, Conn.



"With Letric Shave, I shave much closer and faster—and get a cooler, more comfortable shave, too," reports F. Ensminger, Jr., Newark, N. J.



"It fills a long-felt need," says W. H. Varley, Newton Centre, Mass. "Letric Shave makes it possible to get fast, close shaves. There's no irritation, either—even in hot weather."

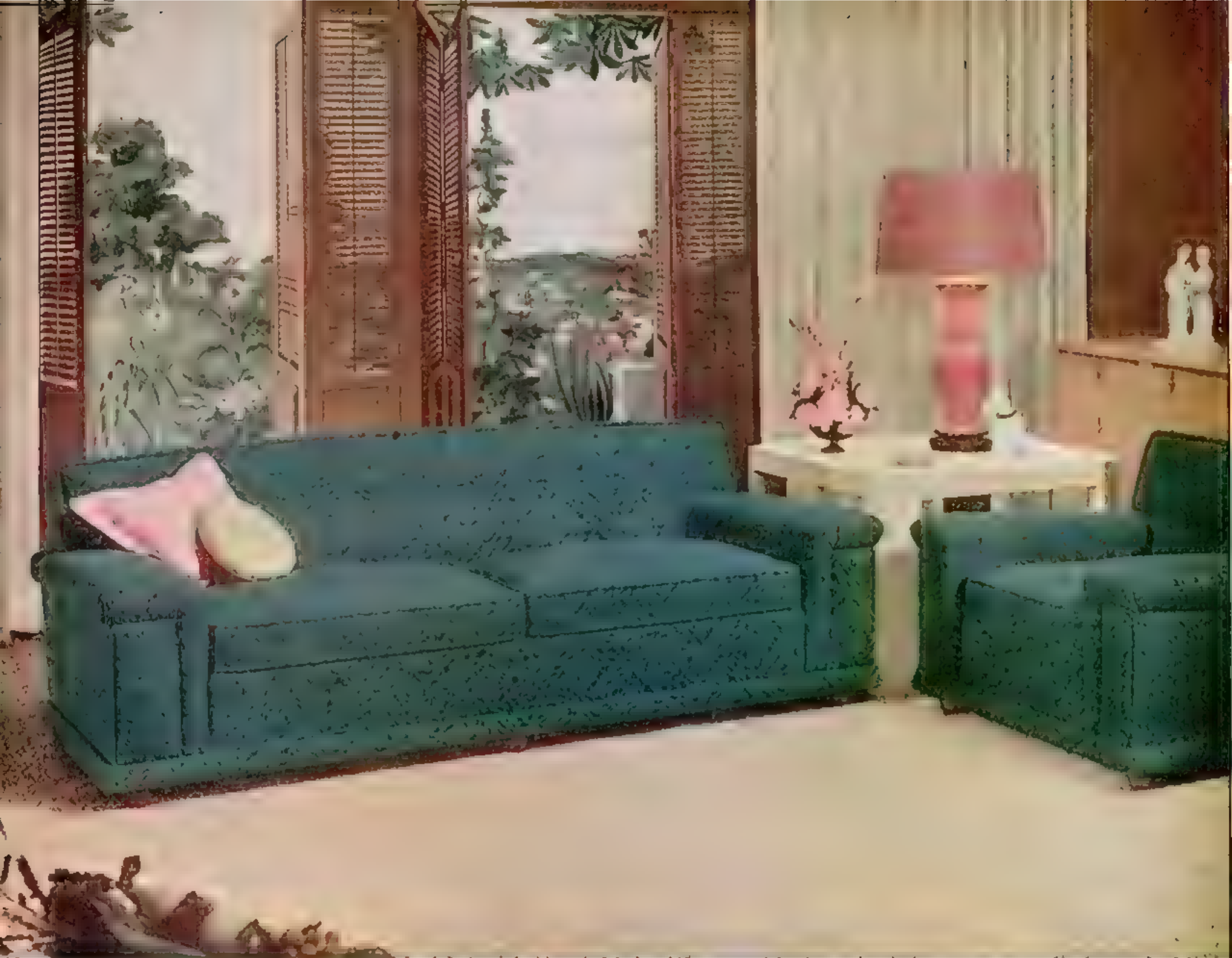


GREAT CONSERVATIVE CONTINUED

forces would be necessary. Though he voted for the United Nations he went along most reluctantly on other postwar foreign policies.

These controversies which embroiled Taft politically never intruded into his personal life. He had a happy childhood, he married well and had four sons. Always Senator Taft was able to view himself and his ambitions with a clear-eyed detachment. In one of the last interviews he gave he himself summed up his virtues and shortcomings: "I'm a politician, not a philosopher." With this same detachment he hobbled through the halls of Congress in his last days in the Senate (*below*), arranging for his successor as Senate leader but never indicating to anyone that he knew—as, in his coldly courageous way, he must have—that he faced the end of his life and of his long service to his country.





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Companion Chair as shown **\$89⁵⁰**

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Your first glance tells you this luxurious new furniture is something special—and it is! Kroehler celebrates 60 years of manufacturing famous furniture, with more accent on beauty, comfort and value than ever before!

You'll love what this smart new furniture will do for your living room—and your everyday living! It's Cushionized* for the long-lasting good looks and good comfort that only Kroehler offers. Convenient terms available at most Kroehler Dealers. See this 60th Anniversary Feature Value now!

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AT DUNSANY CASTLE Ann Gunning, whose family has produced many noted Irish beauties, wears a pleated cambric top and satin skirt for evening

Enterprise in Old Erin

THE IRISH ARE MAKING A STYLISH ENTRANCE INTO THE WORLD OF FASHION

With all the air of a feudal baron marrying off his favorite daughter, 32-year-old Dublin Designer Sybil Connolly invited Paris-bound U. S. fashion editors and buyers to a showing of her new collection and all by herself launched Ireland in the world of fashion. In the stately drawing room of 12th Century Dunsany Castle the visitors saw a small group of day and evening outfits which strikingly displayed Designer Connolly's stylish editing of native crafts. She used hand-woven woollens that had been

labored over by whole families of cottage workers, delicate lace made by Carrickmacross nuns who hopefully offered their prayers for the success of the collection, and even some new colors, age-old in Ireland, like the wool homespun in brilliant red (see cover) which generations of Connemara women have worn as petticoats. Although everything but the tweed suits and coats would be made to order, Irish prices had as much charm as Irish styles. For samples of both, see following pages.

CONTINUED ON PAGE 47



LORD ELGIN CLUBMAN For the smart & man on campus. Elgin's most test 21 jewels \$21.50

LADY ELGIN PANOLA Esquisite with 18K applied gold dial. 21 jewels \$21.50

EDGEWATER Shock, dust and water resistant. 11 dials extra. 17 jewels \$22.50

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THORNDAL Fine 17 jewel for the up and coming man. 17 jewels \$22.50

AFTON So much for so little. So durable, so exact, so exquisitely tested 17 jewels \$22.50

Give the Elgin designed for school- plus the heart that never breaks

Your school-going youngster literally has designs on these Elgin Watches.

For every Elgin on this page reflects the wishes of students in schools all over the country. The styling has the youthful look that students themselves tell us they admire most in watch design.

But as important as choosing a watch especially styled for school, is this: Elgin alone has the heart that never breaks—the exclusive and guaranteed unbreakable DuraPower Mainspring.

The DuraPower Mainspring never loses its power. So an Elgin keeps constantly accurate time. And because it never wears out, the Elgin you give will run dependably years after school days end. This dependability is reflected by more than 50 million Elgin Watches to date.

You can draw a very smart conclusion from this: Pick the watch designed for school on this page. Then pick it up at your nearby Elgin jeweler's Elgin National Watch Company, Elgin, Illinois.



Only Elgin has the heart that never breaks, the guaranteed DuraPower Mainspring.

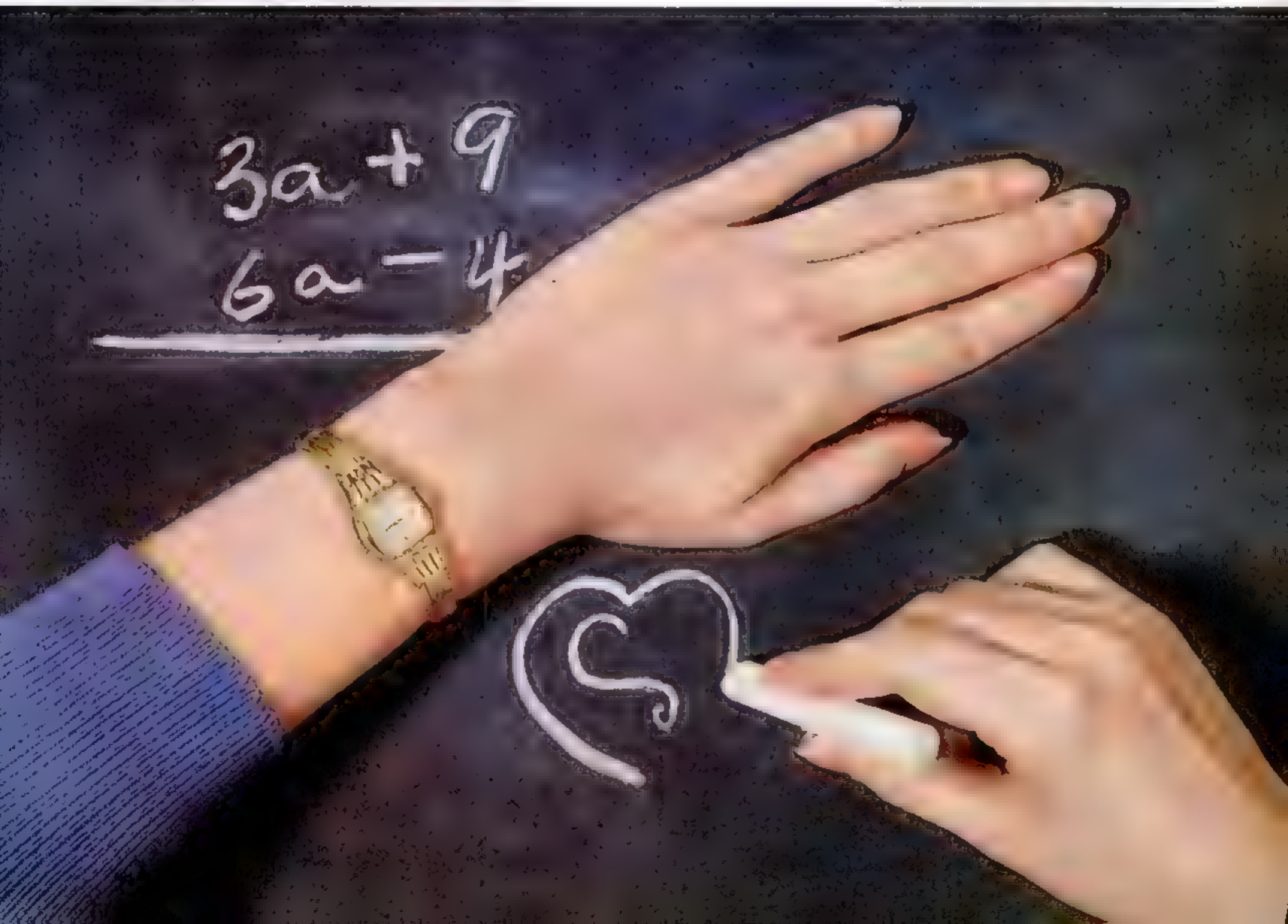
ELGIN

WATCHES

The Beautiful Way to Tell Time

BRACELETTE How she'll love this newest twist in watch fashion. It's a lovely bracelet and a 17 jewel timepiece—all in one. World's most shock resistant bracelet watch. \$22.50

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Only the Cyclamatic Frigidaire—



Has a big, separate food freezer
that holds up to 73 pounds
of frozen foods—



PLUS a roomy
refrigerator that will never
need defrosting



PLUS shelves that glide out
smo-o-othly all the way,
even when heavily loaded



HERE IS SURELY the most useful food freezer-refrigerator ever made. The refrigerator defrosts automatically — without heat, buttons or manual controls. All the rust-proof aluminum shelves roll out. There's always proper Levelcold in refrigerator and freezer. There are door shelves. And the dependability of Frigidaire's Meter-Miser mechanism.

See this, and the many other Frigidaire models at your Frigidaire Dealer's. Let him show you why more Frigidaire refrigerators serve in more American homes than any other make. Look for his name in the phone book's Yellow Pages. Or write Frigidaire, Department 2146, Dayton 1, Ohio, for free folder. In Canada, Toronto 13, Ont.



Cyclamatic Frigidaire

Built and backed by General Motors

Designer made a quick trip to the top

Sybil Connolly was buyer for a Dublin dress shop when, in 1930, she reluctantly replaced the store's departed designer who had left for a more promising fashion future in the U. S. Her designs grew quickly popular and last spring she brought a group to the U. S. for a highly successful showing (LIFE, May 18).

Since the practical Irish will not accept extremes in fashion, Miss Connolly concentrates on the tweed daytime clothes and extravagant ball gowns that go with the local round of sporting events and fancy parties. This fall's collection again showed off her knack with classic Irish materials. Because of inexpensive labor costs in Ireland, U. S. stores can import the styles ready made and, even after duty, sell them at prices relatively low for a top European label.



THE DESIGNER Sybil Connolly came to County Limerick from Wales when she was 7. This fall, she will bring a collection of her new clothes over for showings in U. S. department stores.



THE "CRIBS" OF ARAN, colorful braided belts which women of the Irish island weave with help of their toes, make slim skirt worn in staid doorway at Dunsany Castle. Irish price: \$52.50.

"BAININ" TWEED, fabric worn by Aran fishermen, is used in bulky jacket with knit sleeves and hood. The word is pronounced "hawneen." It will cost about \$115 (Lord & Taylor, New York).

CONTINUED ON NEXT PAGE



BAININ COAT with large lapels and pockets will be sold for about \$175 at Rich's, Atlanta. Traditional cap from island of Aran will cost \$7 in U.S. This is Wellington Quay in Dublin.

SHAGGY SUIT with sleeveless sling cape, show's outstanding day set—ousette, will be available for about \$250 at Rich's, Atlanta. Cyclist on main street in village of Trillick is going to milk cows.

RACE TRACK CHECKS in Donegal tweed are made up into buckbed coats. Put is Cawley's on Parliament Street, Dublin, a male sanctuary infrequently invaded by women.



Tweeds, knits and colorings are full of Ireland's flavor

Some of the trimmings came from England, France and Italy, but the inspiration for Designer Connolly's clothes was strictly Irish. She worked out lightweight tweeds which retained a bulky look and replaced the usual drab colors with sprightly, iridescent shades. From the island of Aran she brought back quantities of handknit fishermen's caps, each slightly different, and the coarse fabric harrin, the color of vanilla ice cream, which she used in a heavy sports jacket, a coat (left) and a tweed afternoon dress. Since the fashions depend on native workmanship as well as on design, the clothes will not be copied by U.S. manufacturers, which is the custom with most Paris designs, but will all be made in Ireland.

OUTSIZE LAPELS top casual tweed coat which will cost around \$125 at Filene's in Boston. Canvas slipcover is put on door in Dublin's Fitzwilliam Square to keep sun from fading paint.





CAMBRIC TIEFS, an
invention of Donegal at
times make skirts of had
given to be imported by
English for more than
centuries and Beatrice
Parker whose father is
master of Donegal Castle



OF COURSE, THERE'S A DIFFERENCE IN BUTTERSCOTCH PUDDINGS!

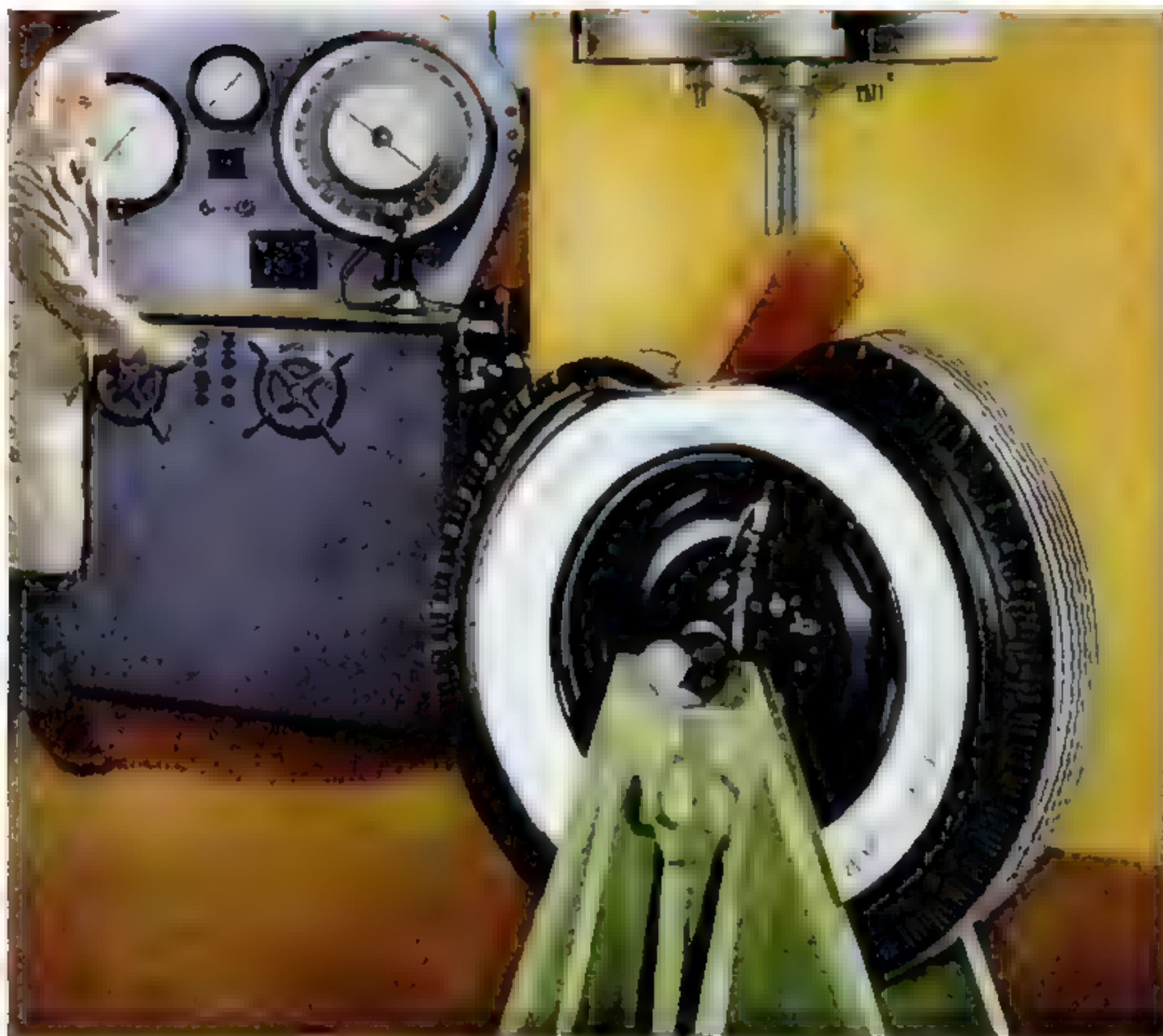
1. The difference always tells—that's why more people eat Jell-O Puddings than any other brand!
2. So simple for summer*—takes about 5 minutes! With whipped cream and apricots—heavenly!
3. Double-feature wonders—makes delicious pie fillings, too! Try some and see!

**Simple for Summer!* Your grocer has many Simple for Summer specials now. Look for them!



JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORP.

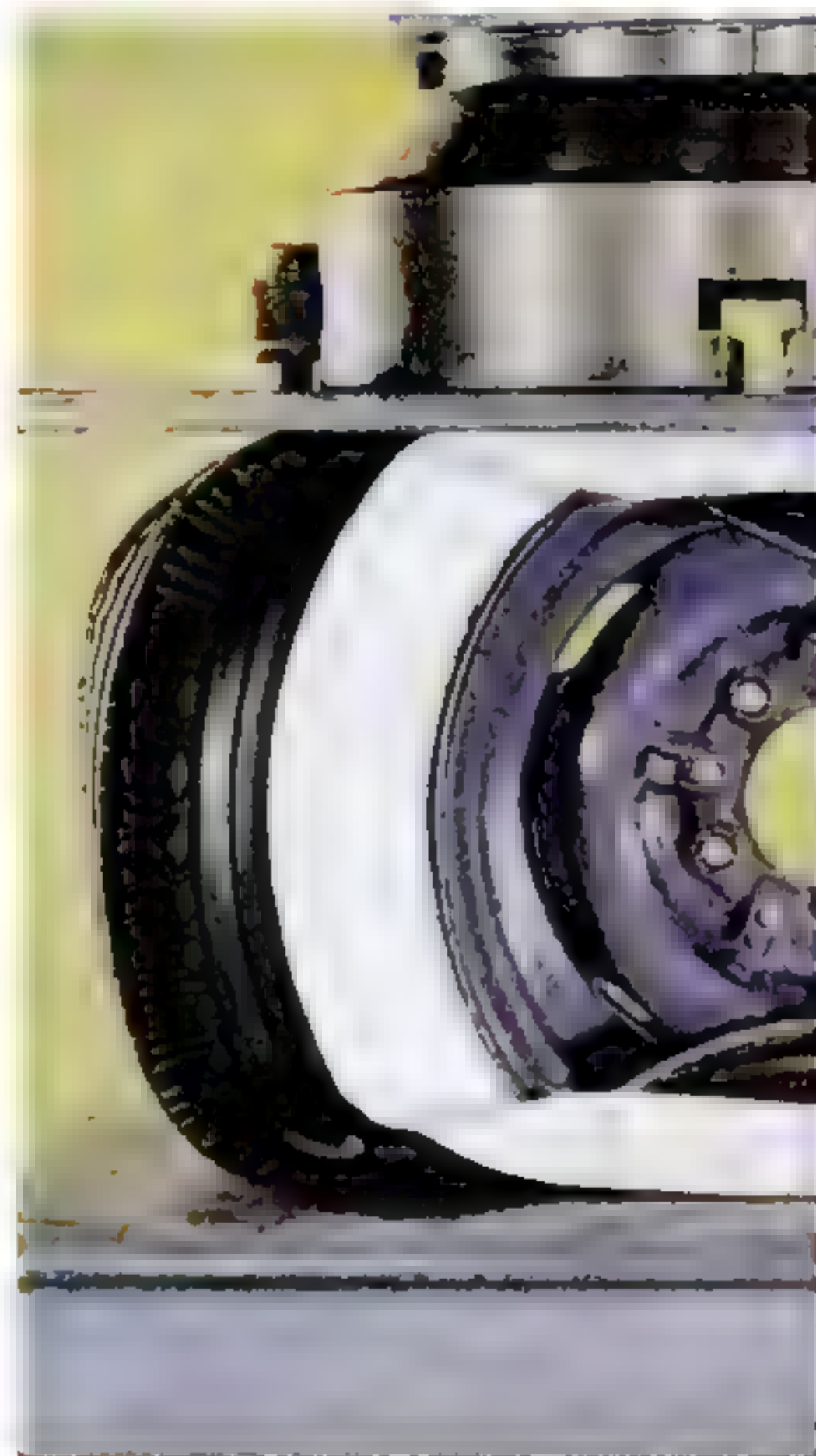
It takes the miracle strength **SUPER-CUSHION** to pass



Here's proof that the All-Nylon Cord Super-Cushion is up to 80% stronger than a standard tire. In fact, in this test, it took *more than twice the punishment!*

A brick was mounted on the hydraulic press above and plunged into a standard tire. At 4040

lbs. pressure, the standard tire blew out. But the All-Nylon Cord Super-Cushion took 8560 lbs., more than *twice* the force of the standard tire! The tread was driven clear to the rim without a blowout. In fact, upon examination, it was found that *not a cord was broken!*



28,000-lb. pressure crushed wheel and rim! Yet the All-Nylon Cord Super-Cushion was undamaged! In this test, an All-Nylon Cord Super-Cushion was inflated to normal air pressure and placed between the jaws of a gigantic press.

When the pressure reached 28,000 lbs. the

The New Miracle All-Nylon Cord Super-Cushion costs only a few dollars more than a standard tire!

Only an all-Nylon cord tire could *begin* to take such punishment. And now, you can get the miracle strength and safety of the all-Nylon cord tire for *just a few dollars more than a standard tire!* And you'll get up to 21% more tread mileage too, thanks

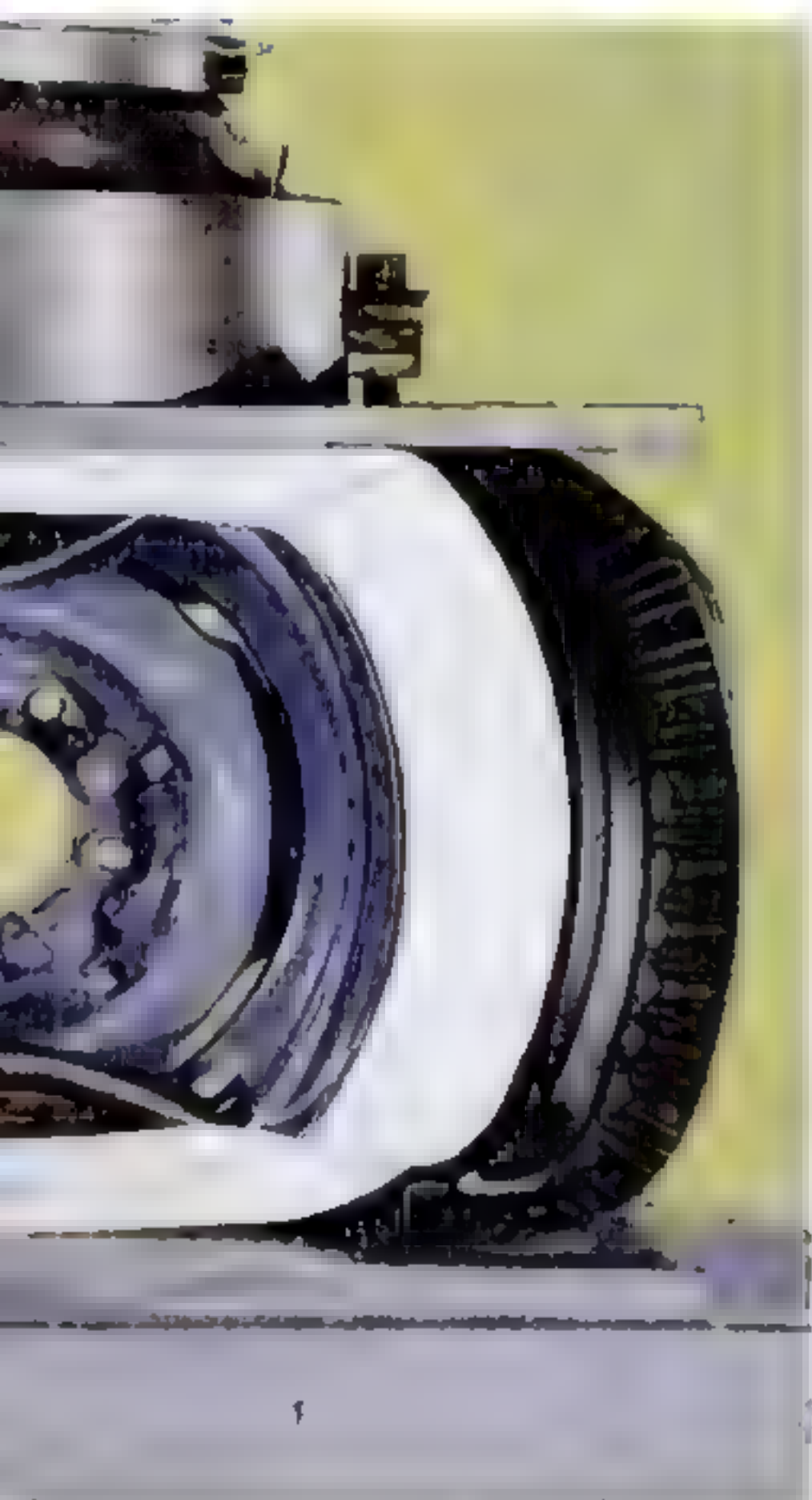
to a new, tougher tread rubber!

Why don't you see your Goodyear dealer today? Although he may not yet have your size in stock, he will be glad to accept your order for future delivery. Goodyear, Akron 16, Ohio.

America needs better, safer roads. Let's bring them up to PAR.

Miracle All-Nylon Cord Super-Cushion by

th of THE ALL-NYLON CORD all these torture tests!



wheel and rim collapsed! Those 11-gauge steel rims crumpled like a match box! But a thorough examination revealed that not a single cord in the All-Nylon Cord Super-Cushion was broken. In fact, the tire was then remounted and given a test drive and showed no damage at all.



All-Nylon Cord Super-Cushions undamaged after hitting curb at 55 m.p.h.! Imagine! A 4,000-lb. automobile, speeding at 55 m.p.h., deliberately driven into a 6-inch curb! You would think a blowout inevitable after such an impact!

The steel rims were bent in almost an inch!

But the All-Nylon Cord Super-Cushions took the blow without a broken cord! Ordinarily you would avoid hitting *anything* like this at *any* speed. But if it *should* happen to you on the highway, wouldn't it be comforting to know you have the miracle protection of Nylon?

New tread rubber gives up to 21% more mileage!

And here's proof! Both these tires were driven the same distance. The tire on the right is smooth. But the new Super-Cushion, with a new, tougher tread, still has thousands of miles of safe, nonskid driving left! You'll get as much as an extra thousand miles for every five thousand you used to get!



GOODYEAR

Super-Cushion, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio



Pick of the picnic . . .

When you're under a spreading chestnut tree—with a tempting picnic spread . . . then's the time for smooth, sociable, satisfying Pabst Blue Ribbon. Your first taste of this world famous beer is a flavor-sensation you'll long remember—a pleasure you'll renew in all its refreshing goodness every time you try it.

Try this . . . For just 7 days . . . make smoother-tasting Pabst Blue Ribbon your beer. Then you'll understand why more people today are enjoying Pabst Blue Ribbon than ever before in Pabst's 109 year history!

DRINK PABST BLUE RIBBON . . . finest beer served . . . anywhere!

Pabst Blue Ribbon, What'll You Have, and the representation of a Ribbon are registered trademarks of Pabst Brewing Company. Copyright 1953, Pabst Brewing Company, Milwaukee, Wisconsin.

COLOSSAL CANVAS

**World's second biggest painting
is finally unrolled for its owner**

Last year William H. Haussner, a Baltimore art collector, went to a local auction and, for \$3,400, bought a painting. But he could not take it home with him because this one was housed in a 55-foot crate. It was, in fact, the world's second largest painting (largest: Civil War panorama in Atlanta). So Haussner sent it off to storage.

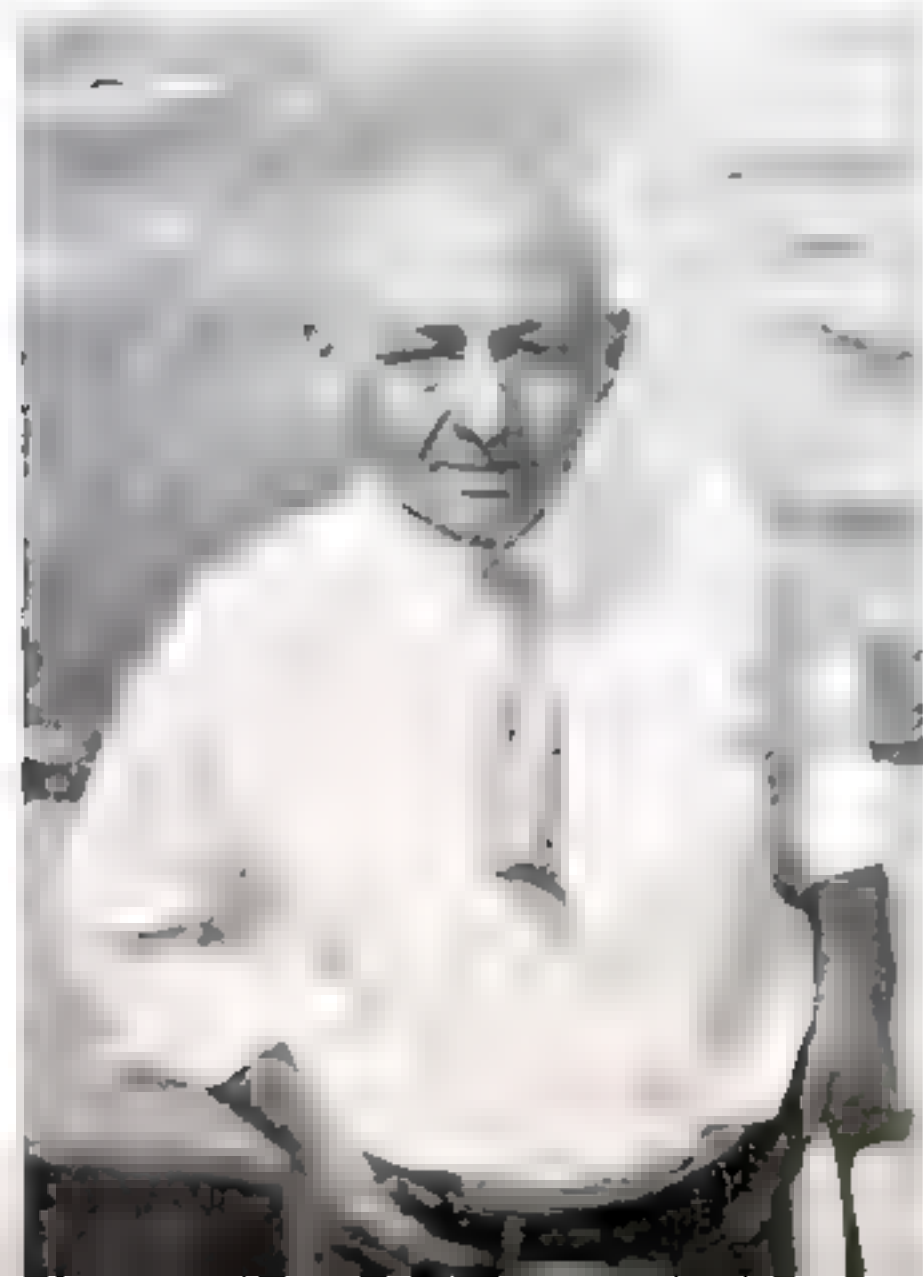
A few weeks ago Haussner's curiosity finally got the better of him. Hiring a 48-foot trailer truck, three cranes and 22 workmen, he had the painting transported to an empty lot and unrolled for his inspection. Stretching for 402 feet, the canvas revealed an array of 6,000 World War I heroes, ranged against the battlegrounds of Picardy and Flanders. Called *Pantheon of the War*, it had been completed in 1918 by 128 French artists who did it as a tribute to the Allied Forces. From time to time the painting had been shown at international fairs but since 1940 it had lain abandoned in storage until it was rescued by Mr. Haussner.

For several hours the new owner marched over and up and down the length of the painting, accompanied by a crowd of sightseers, dogs, an ice cream vendor and a helicopter which happened to be flying around. "I think it's real pretty," said Mr. Haussner, then had the canvas rolled up and sent back to storage.



← **OWNER** William Haussner runs a Baltimore restaurant which he has hung with his art purchases.

UNROLLED CANVAS lies on specially prepared strip. Haussner stands in the middle for closer look.





*It used to be
an extra...*

Today, an electrically operated temperature gauge is standard—one of the "extras" that add up to nearly *thirty* ways your car can use up electricity. So, it's easy to see why you need a powerful battery . . . a modern battery designed to handle these extra loads . . . a DELCO battery. No wonder that, today, more motorists depend on DELCO batteries than on any other make!



ALWAYS REPLACE
WITH A DELCO
THE NATION'S
No. 1
BATTERY

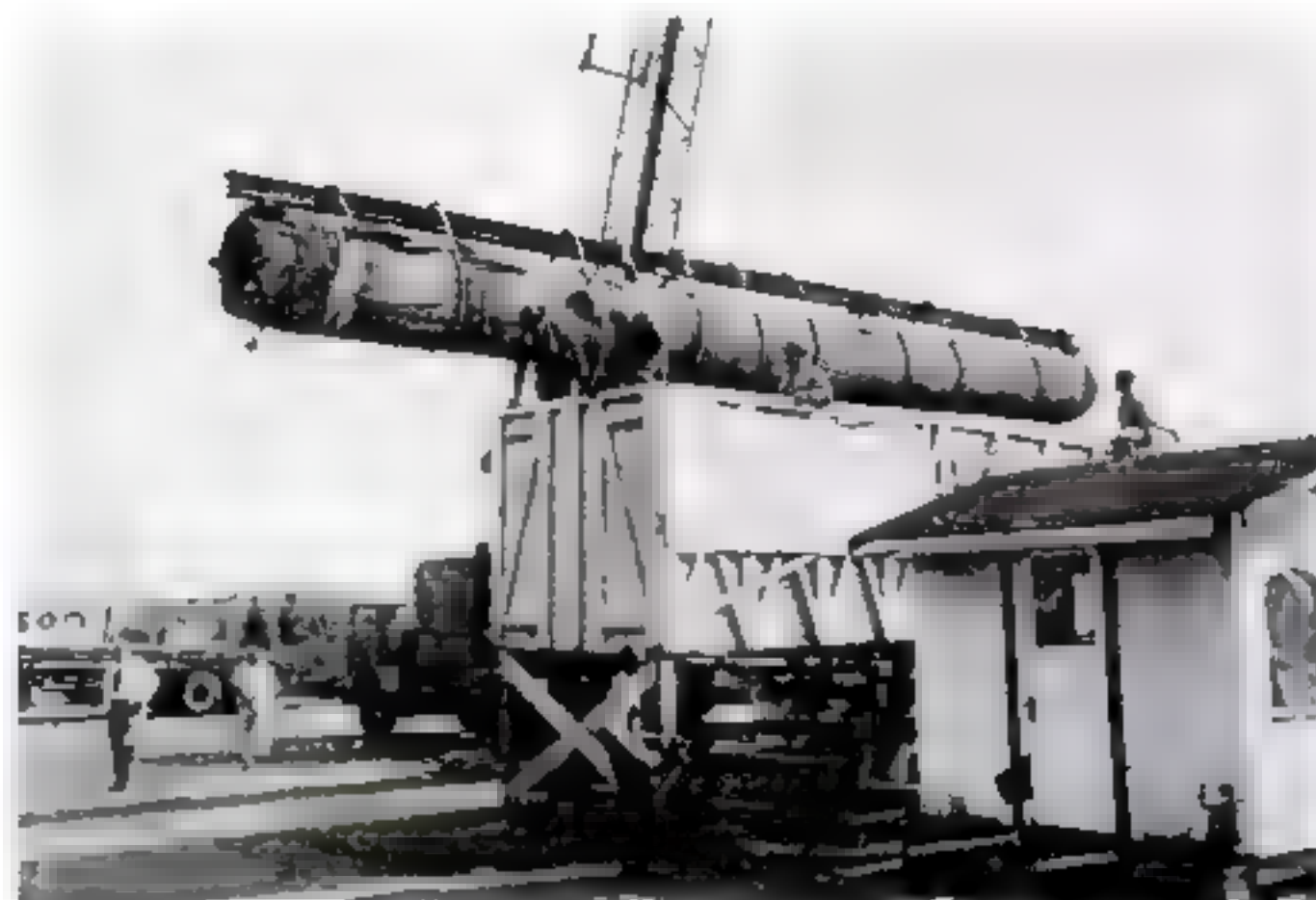
REGISTERED
TRADE MARK
BATTERIES

A GENERAL MOTORS PRODUCT



A UNITED MOTORS LINE

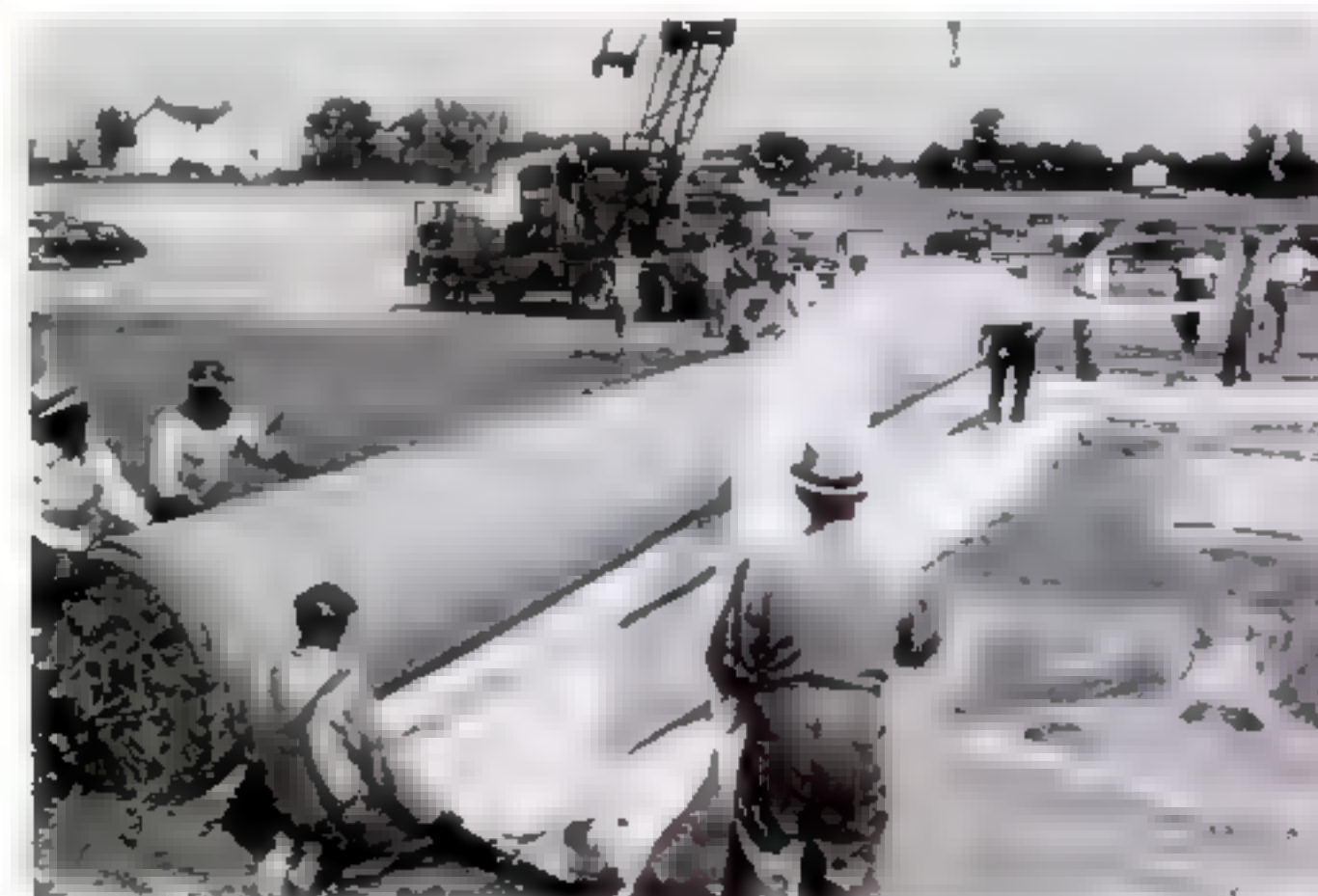
Colossal Canvas CONTINUED



HOISTING the painting from its zinc-lined wooden crate, a crane prepares to swing it onto the trailer truck which will carry it off to the circus lot.



LOWERING canvas onto strip covered with slag dust, operator of crane gets signals from workman who guides painting into position for unrolling.



UNVEILING the picture, workmen remove strips of white flannel which had been stretched across surface to protect it from dampness and rubbing.

Let Your Throat Enjoy Smooth Smoking

*There is no substitute for PALL MALL
— the finest quality money can buy*



Discover a
Smoothness, Mildness
and Satisfaction
No Other Cigarette
Offers You



Pall Mall is Finer

Compare PALL MALL with any long cigarette. PALL MALL's fine tobaccos are the finest quality money can buy and fine tobacco is its own best filter for sweeter, smoother smoking. Moreover the better a cigarette is packed, the better it filters the smoke on the way to your throat. No other cigarette of any length can give you the pleasure you get from PALL MALL.



Pall Mall is Longer

Guard against throat-scratch. Compare PALL MALL with any short cigarette. See how mild PALL MALL's smoke becomes as it is filtered further through PALL MALL's traditionally fine, mellow tobaccos. PALL MALL—the cigarette that changed America's smoking habits—gives you a smoothness, mildness and satisfaction no other cigarette can offer you.

THE CIGARETTE THAT CHANGED AMERICA'S SMOKING HABITS

Outstanding and they are mild!



The tractor that came to dinner

Ever seen a more unusual going-away present than the one the man above is perched on? It's a shiny, red tractor his friends have given him at this farewell dinner before he retires to his Florida farm. And, if you were on the scene, we think you'd find something else unusual: the whiskey in the upraised glasses.

This is called Imperial and it is unusual both for its good-natured

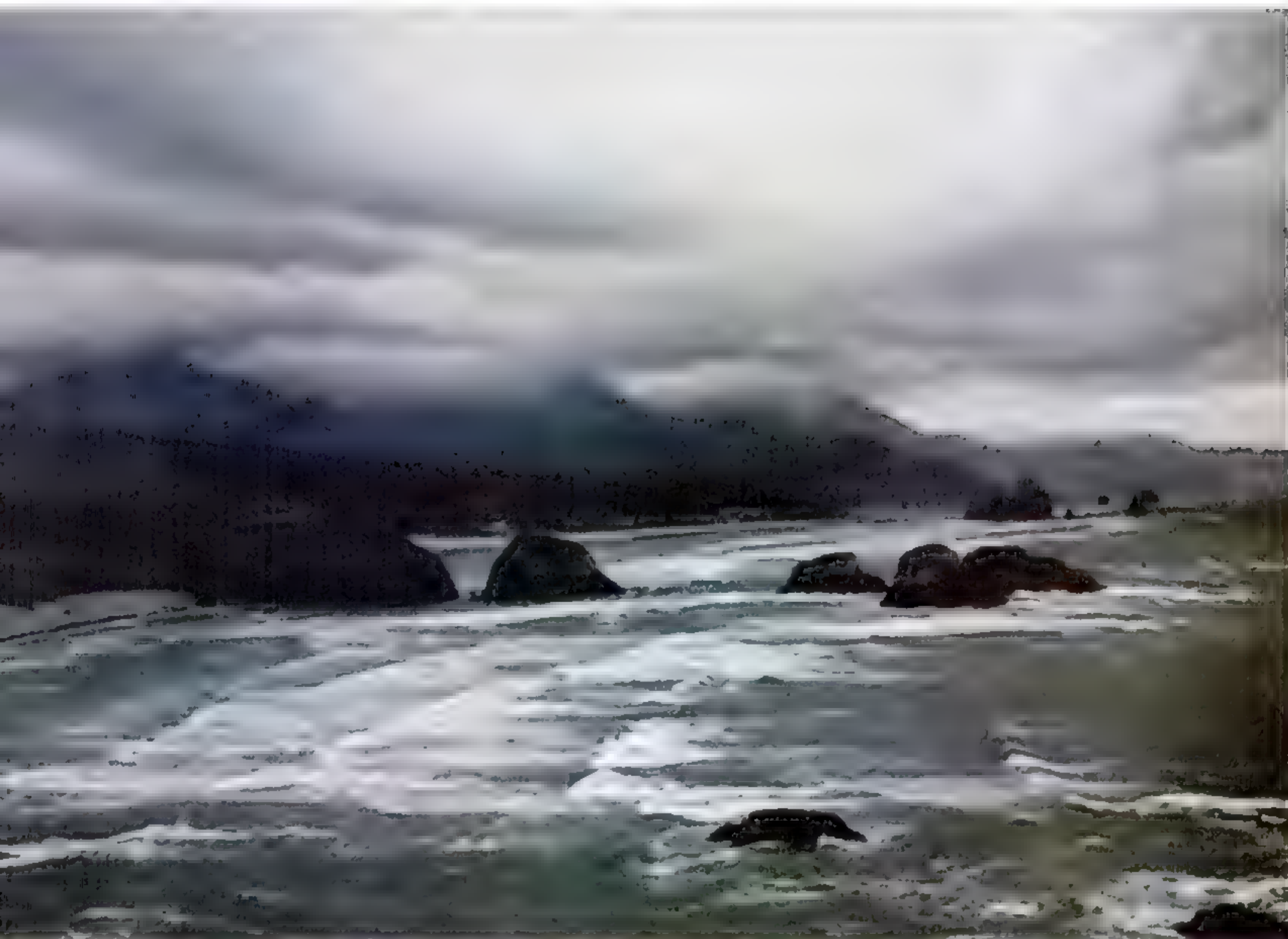
smoothness, and its superb flavor. Hiram Walker makes Imperial—with such evident care and skill that people like you have made it one of America's very largest selling whiskies. (Many people also like the gin you see above: Hiram Walker's Distilled London Dry Gin.)

You don't need a going-away party to enjoy Imperial . . . just a friend or two to share your pleasure. Try it, soon.

Just tell the man you want **IMPERIAL**

BLENDED WHISKEY 86 PROOF 70% GRAIN NEUTRAL SPIRITS. WALKER'S GIN IS 90 PROOF. DISTILLED FROM 100% AMERICAN GRAIN. HIRAM WALKER & SONS INC., PEORIA, ILL.

A TRIP DOWN THE OREGON COAST



UNDER A BROODING SKY, THE OREGON COAST AT ECOLA POINT STANDS ROUGH AND RESTLESS. VOLCANIC ROCKS ABOUT 60 MILLION YEARS OLD JUT UP OUT OF SEA

The wild, far western shores are still unspoiled

PHOTOGRAPHED FOR LIFE BY ELIOT ELISOFF

The Oregon coast is a wild and varied fringe of land almost as untouched today as when the explorers Lewis and Clark first looked through the fog there in 1805 and saw the Pacific. A narrow, broken strip of land, it is hemmed in by the Coast Range which rises 25 miles to the east and sends lateral spurs right down to the sea. For 300 miles, from the Columbia River southward to the California border, the shore is a succession of rocky, fogbound beaches, serried sand dunes, jutting headlands covered by thick primeval forest, cliffs soaring precipitously out of the surf. Huge black boulders hulk in the water, and trees, gnarled by age and wind, twist up to the sky. On these pages the coast is shown in color by LIFE's Eliot Elisoff, who has in the past photographed the coast of Europe (LIFE,

June 13, 1949) and the Atlantic Coast (LIFE, Jan. 27, 1947).

Lumberjacks in recent years have stripped away some of the region's Douglas fir and hemlock. But today the state of Oregon has taken over all but 23 miles of the beachland to protect its natural beauty. Comparatively few people see it—one of the world's most awe-inspiring sights—because in driving up and down the state most travelers prefer the faster inland highway to the twisting coastal road. There are service stations, motels, small fishing and lumbering villages dropped here and there. But nowhere does man really obtrude upon the lush growth which is nourished by 75 inches of rain a year. Nowhere does he speak louder than the sighing of the wind in the trees, the eerie flapping of cormorant wings and the swishing of the surf.

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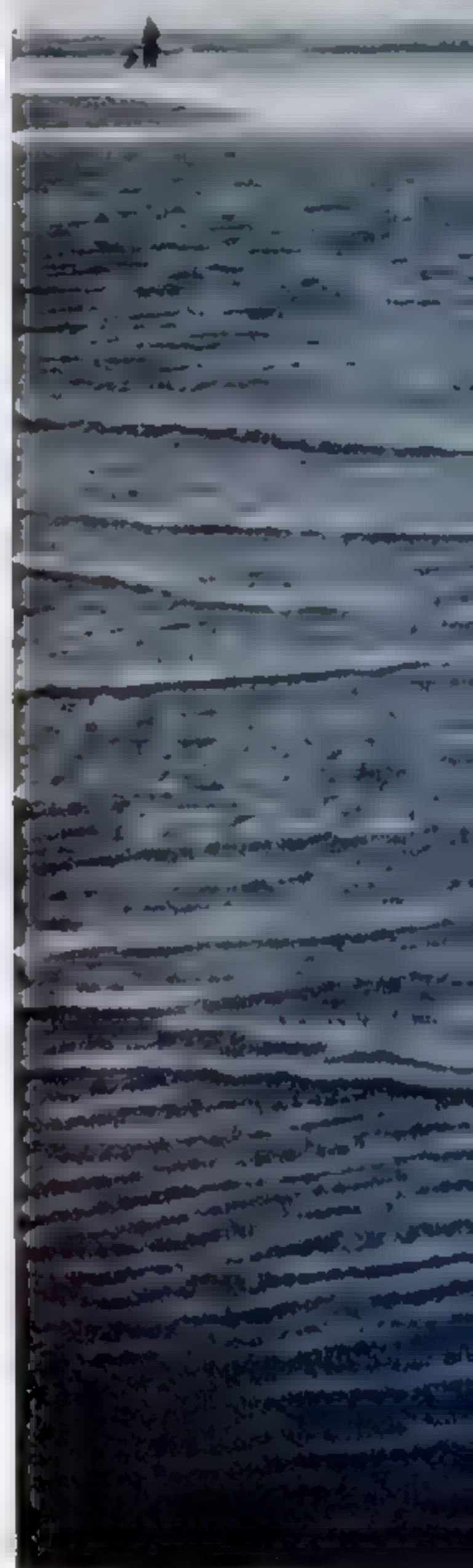


OREGON CONTINUED

SURGING SURF pours into inlet where erosion has produced a beach of small stones. Nearly people search for agate, jasper, bloodstone and moonstone. Agates have been found as big as a softball.

ON A SAND BAR, lightly covered with water at low tide, clam diggers in hip boots work with narrow, long-handled shovels. Clam bars like this are rare on the coast and yield thin, sharp-shelled razor clams.

UNLUCKY DIGGER (*below*) heads for home with only few clams in sack. In background is Tillamook Head, which protects the beach from open sea. Here Lewis and Clark boiled sea water in kettles to get salt.





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GALLOPING SAND DUNES, steadily encroaching on mainland. Lush trees and fields lie close. Wind blows sand landward from beaches, piling it in dunes up to 500 feet. State has planted grass to stop drifting.



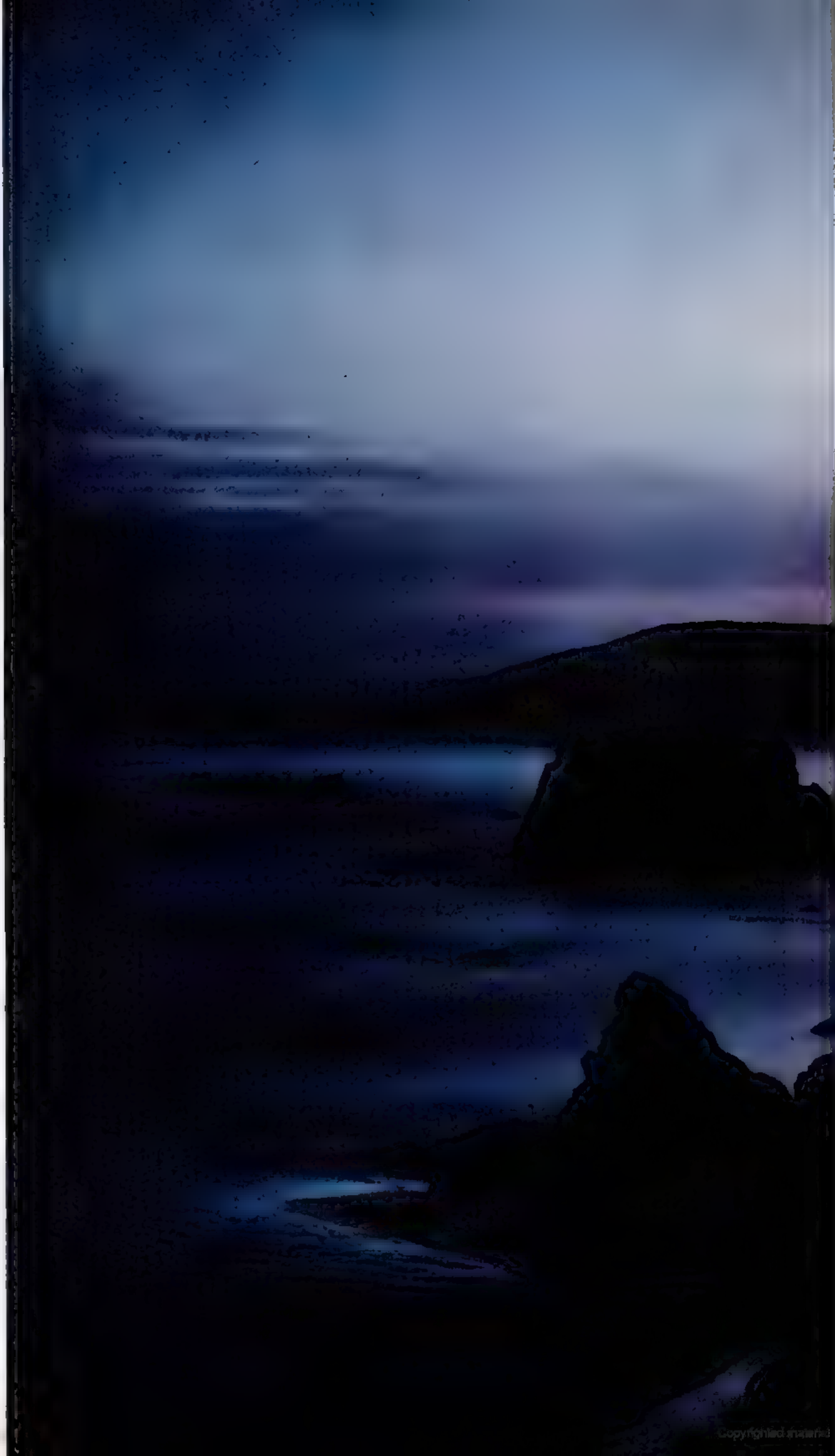
SCALLOPED CLIFFS have 30-foot-high caves where water has undercut sandstone, probing at the weakest points first. Sea lions turn similar large caves into rookeries, where they bring up young.



HOARY WOLF TREE, a dwarfing 20-foot-high hemlock about 100 years old, has gathered moss because of high rainfall. Locals call it 'wolf' because it has taken up so much growing space.



BRAWNY BEAUTY of the Oregon coast near California border, where the sea is a jumble of jagged rocks, stands out starkly in the blue twilight. From the days of the Spanish galleons in the 16th Century, ships have been impaled on these rocks and the relics of wrecks lie deeply buried in the sand.







Wonderful new way to enjoy melon—cantaloupe, honeydew or both! Just fill with Rice Krispies, top with sugar, milk or cream and melon "roundles." My! My!

Kellogg's Rice Krispies haven't been known to sing, but they do talk. Pour on milk and they say "Snap! Crackle! Pop!" (plain as anything). That's because Tumble-Toasting, a Kellogg exclusive, spins them full of crispy goodness, makes them golden toasty all over. Why not introduce yourself tomorrow?

NUTRITION NOTE

Light and pre-tasted
 Kellogg's Rice Krispies cereal is a good source of iron and contains 100% whole grain wheat. Kellogg's Rice Krispies cereal is a good source of iron and contains 100% whole grain wheat.



SPECTACLE OF THE BICYCLES

21-day, 2,775-mile French race draws millions

High atop the foggy Col du Tourmalet, one of the most difficult passes in the Pyrenees, thousands of Frenchmen gathered last month to experience a single moment. It came *(below)* when a group of cyclists zoomed into sight and zoomed right out again over the mountains.

It was the time again of the annual Tour de France, a bicycle marathon in which 120 cyclists speed on a 2,775-mile roundabout course through hundreds of villages and towns from Strasbourg to Paris. As a sports spectacle, the

tour dwarfs every other in France, and all along the route during the 21 days of the event, millions of people came out to see the cyclists pass. Towns bid eagerly for the privilege of having the tour pass through or better still spend the night there. In the past, spectators have got so worked up that to help their favorites they would throw cold water on them to cool them as they went by and even occasionally give a helpful push. This year a stern ruling was invoked; cheering only was permitted.





For centuries, people have known that men who tended sheep had amazingly firm, but smooth, hands

FOUND— the clue to Gentler Shaves

It is now known that it is the lanolin in the sheep's wool which gives shepherds their wonderfully soft hands. Lanolin *does* soften the skin...but it also is the substance that tends to *waterproof* the wool.

In shaving, you want the softening—but *not* the waterproofing effect.

A New Discovery!

Now, a great advance developed from lanolin, softens both skin *and beard*—and lubricates your face as you shave.

This wonderful new substance is called Lanotrate²⁵. It gives you twenty-five times the beneficial properties of an equal amount of ordinary lanolin.

Exclusive in Williams

Lanotrate²⁵ is found only in Williams Shaving Creams, whichever type you prefer—New Instant Lather...Williams Regular Lather...or Williams Brushless Shave, Glider.

So, for the very best of shaves—get Williams!



Williams Instant Lather!

Billows of rich lather at your fingertip instantly. With Lanotrate²⁵ it softens beards on contact!



Williams Lather

Most luxurious of lather shaves yields heavy, wet lather with Lanotrate²⁵ to soften beard, lubricate face



Williams Brushless— Glider

Williams "no brush" shave with Lanotrate²⁵, makes rough whiskers easy to cut, helps protect the skin

A VETERAN VELOCIPEDOPHILE



STURDY SPECTATORS, François Fourcet, 66 (wearing beret), and Jean Labat, 52, pedal up a Pyrenees highway toward village to watch tour go by.



OF CYCLISTS riding today Fourcet has low opinion. "Men no longer

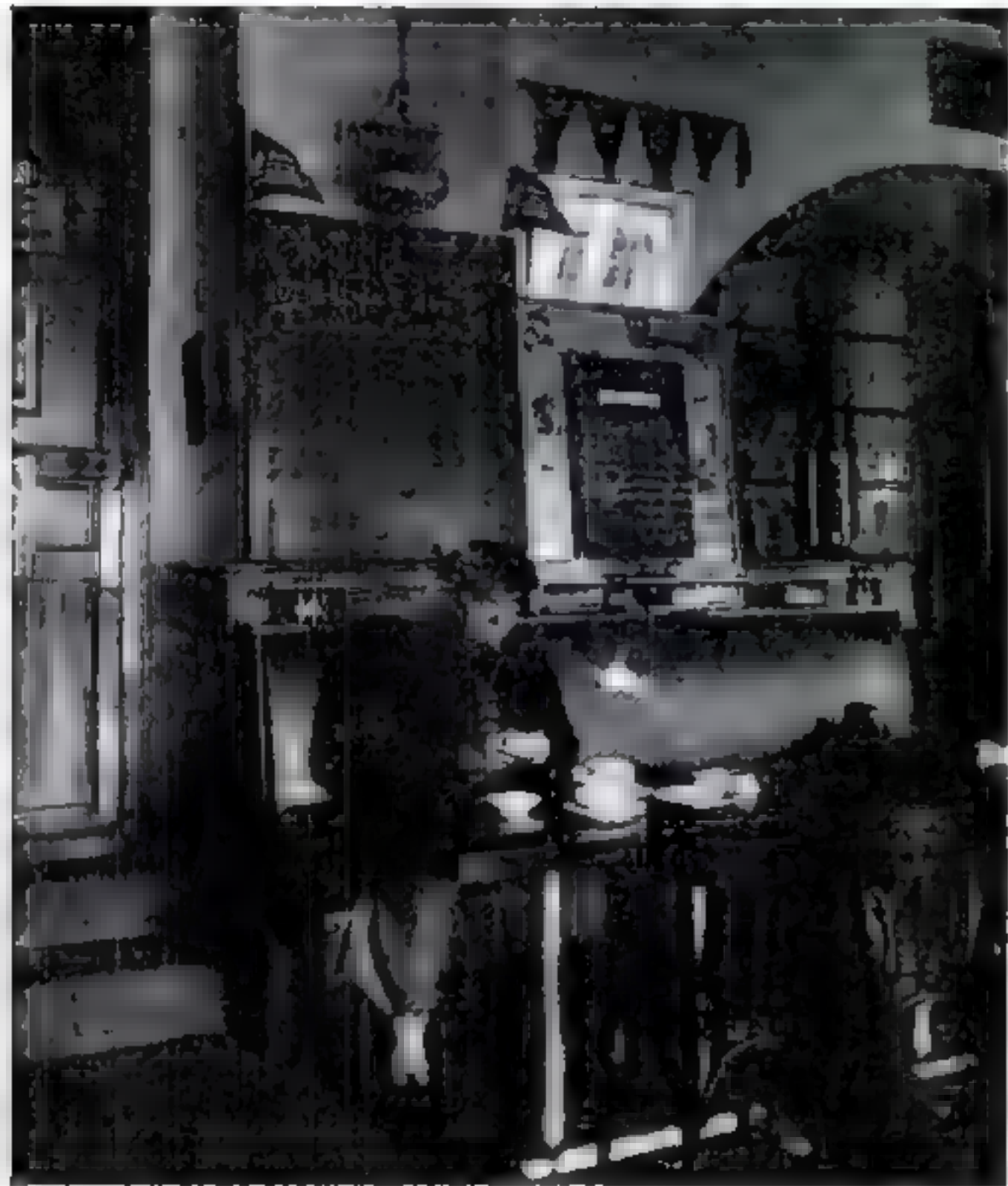


have good legs," he declares with disdain. "They are much too lazy."



THE BIG MOMENT, for which Fourcet worked his way toward mountain-top, comes at last and is quickly gone as the riders whiz through the village.

WORKS HARD AT ENJOYING IT



RESTED AND READY after stop at wayside hotel, Fourcet finishes breakfast before going out to watch the race. Signs on wall list last-minute results.



OF HIMSELF as a cyclist Fourcet speaks with pride. His good health,



he says, is result of long cycling, adding, "I shall live to be 150."



While other spectators, mostly younger, simply cheered Fourcet who has been following the tour for 21 years, critically scrutinized form of each rider.

CONTINUED ON NEXT PAGE

When it's a party...

Enjoy America's Party Drink!

PAR-T-PAK



Full quart serves six!
Fine flavors for everyone!
Extra sparkle!
Extra zip!



PAR-T-PAK full-flavor BEVERAGES

BY THE MAKERS OF ROYAL CROWN COLA AND NEHI BEVERAGES



The shine that keeps leather *alive*

Kiwi's fame is known afar. In 157 countries Kiwi is at work making shoes look better . . . helping them to last longer. More than a surface sheen, Kiwi imparts a lasting glow that comes from deep within. All colors. Also, new KIWI RED and new KIWI WHITE SHOE CLEANER.



(Kee-Wee)

KIWI shoe polish

• Brown • Black • Ox Blood • Mahogany • Dark Tan • Mid-Tan • Tan • Cordovan • Blue • Red • Neutral •

For men only!

A NEW, NON-STAINING BATH TALC THAT'S SCENTED JUST RIGHT FOR A MAN!

...ONLY 59¢



WHAT MAN wants a bath talc perfumed for women . . . or babies? Now you needn't dust your body with such things . . . nor stain your clothes with a tinted after-shave talc, either. Here at last, is a white bath talc with just a trace of a scent that's suited to a man! Try it!

P.S.

For your face, of course, famous neutral-tinted Mennen After-Shave Talc for Men.



MENNEN BATH TALC FOR MEN

Spectacle of Bicycles CONTINUED

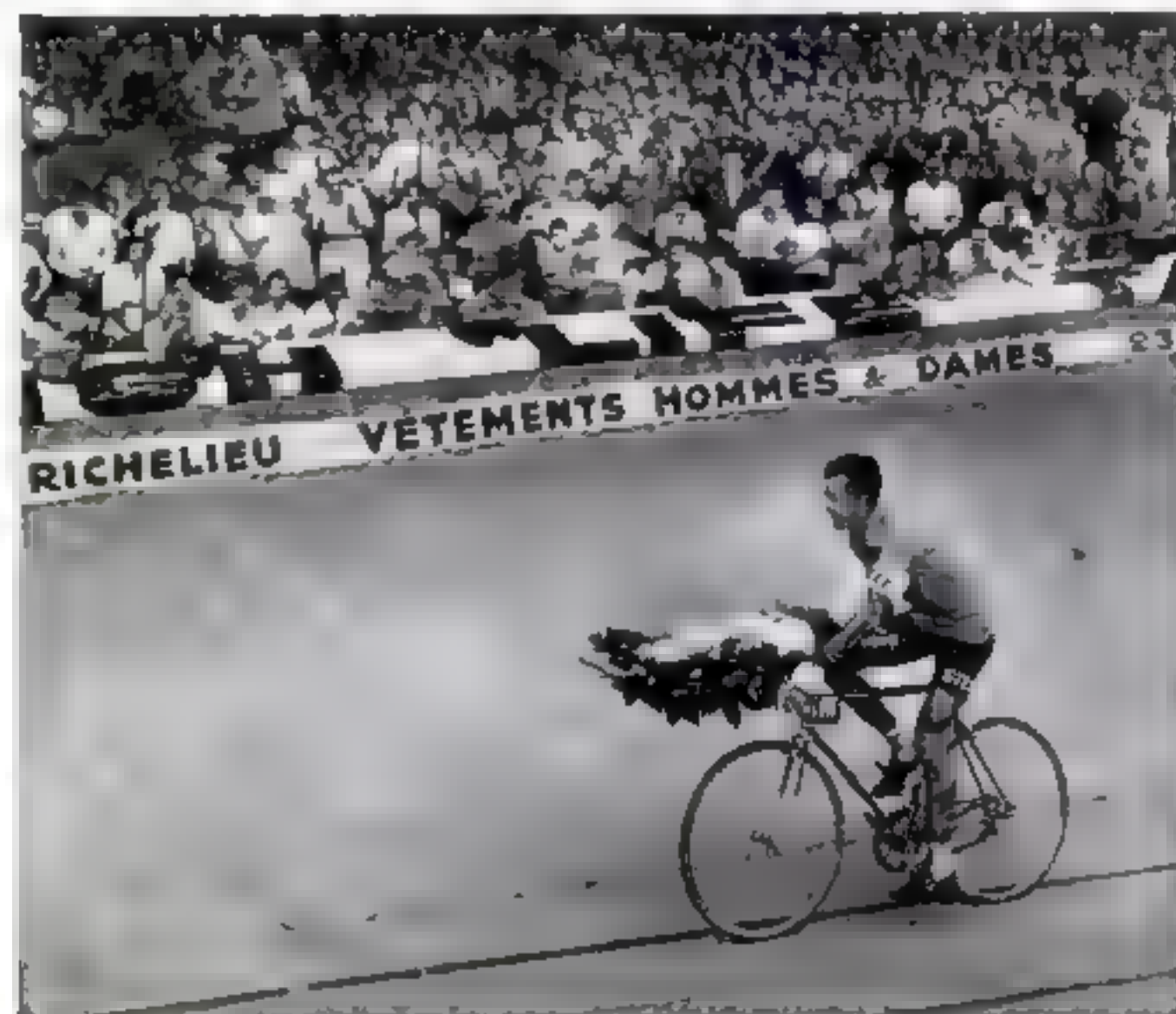


TARZAN ON TRAIL is one of scores of papier-mâché floats sent out as advertising in advance of the marathon. This figure plugs a children's publication named *Tarzan*.

FIRST WINNER of "Le Tour," Maurice Garin, who took honors in 1903, rides through Paris velodrome to accept crowd's applause. Now 83, he runs a garage in Lens.



NEW WINNER, Louison Bobet, 28, bicycle adorned with a bouquet, accepts salute of the crowd of 35,000 at finish. His prize: two million francs (about \$6,000).



If you like beer You'll Love Schlitz

*No harsh bitterness...
Just the kiss of the hops*

This dry and mellow beer... this beer of
matchless flavor... is the world's largest seller.

Year after year more bottles and cans of
Schlitz are bought—*millions more*—than of any
other beer. This popularity is the result of the
most conclusive taste test in beer history.



Schlitz is available in quart bottles, 12-ounce bottles and cans, and the 7-ounce bottle. Also in 24-Pak and handy 6-Pak cartons of cans and "one-way" bottles that require no deposit.



ON TV EVERY WEEK—The popular
"SCHLITZ PLAYHOUSE OF STARS" See
your newspaper for time and station.



The Beer that Made Milwaukee Famous

Style-Leader Steps Out



FIRST AND ONLY CAR IN ITS CLASS TO OFFER ALL THE NEW POWER FEATURES: 4-WAY POWER SEAT, POWER STEERING, AND POWER BRAKES.

Page 100 of 100



POWER STEERING DOES 75% OF THE WORK ON CURVES

with **3**
great new
power
features



POWER MOVES SEAT 4 WAYS FOR BEST VISIBILITY

HERE'S one car that doesn't rest on its laurels . . . doesn't make you wait 'til a new-model year to bring you new features. Popular as Mercury is, as fast as we can add new advantages, we bring them to you.

That's why no other car in its class offers you so much for your money. And this is *honest* value, that can be *proved* with figures. Like Mercury's famous trade-in value, its record-breaking economy, and its registration-proved stamina and long life.

Why not drop around at your dealer's and see the dollar-and-cent savings in black and white. And, by all means, take a road test too!



POWER BRAKES STOP YOU WITH HALF THE EFFORT

Move ahead with

MERCURY

Get more for your money



Symbolizing the Progress of
Ford Motor Company's 50th
Anniversary — 50 Years Forward
on the American Road

MERCURY DIVISION • FORD MOTOR COMPANY



MRS. ROBERT CHUCKROW LIFTS 14-POUND PANEL TO HUSBAND WORKING ON TERRACE ROOF AT CHAPPAQUA, N.Y. HOME

A SUNNY ROOF

Unbreakable plastic lets in light, keeps out rain

During the '30s the traditional covered porch which adorned so many U.S. homes went out of style. When they were indoors, people wanted more light. Outdoors they wanted the sun. Besides, they thought a house looked "cleaner" without a porch. But the open terrace proved to have its drawbacks too. A person cannot sit and rock on it in the rain. It is too hot in the summer sun. Now a happy medium between roofed porch and open terrace is made possible by corrugated plastic and glass fiber sheeting, which is being installed over the terrace above. Because the sheeting is translucent, it screens almost no light from the house and lets the terrace keep its open feeling. But it still provides shelter. Fire resistant and shatterproof—it is used in Army bulletproof vests—it will retain its strength, according to tests, for 20 years. Cost of all materials, including framing, to build a roof over a terrace 10' x 12' is less than \$200.



PANELS used by Chuckrows are 28% glass but can be nailed (above), sawed.

CONTINUED ON NEXT PAGE

I'm going away!

I'm going to enjoy every minute of my stay—not let a thing interfere with my vacation. And of course I'm taking Tampax along!



That's the best resolution a girl ever made. Whether you have a whole month or two weeks with pay, you owe it to yourself to be in on everything—from beach parties to dancing under the stars. And you'll owe your freedom from a great deal of discomfort and embarrassment (on "those days") to Tampax monthly sanitary protection.

For discreet Tampax is worn internally—doesn't even "show" under a bathing suit. Comfortable Tampax does away with warm external pads, positively cannot cause chafing or irritation. Dainty Tampax prevents odor from forming; that's so important in warm weather. And tiny Tampax is easy to dispose of—even with the unruly plumbing that sometimes exists at vacation resorts.

Made of compressed cotton in throw-away applicators, Tampax is so compact a whole month's supply can be carried in the purse. Tampax is sold at drug and notion counters in 3 absorbencies: Regular, Super, Junior. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by the Journal of the American Medical Association

TAMPAX INCORPORATED
Palmer, Mass.

LF-10-83-Q

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____

Dance dress, in crisp organdy.
Deodorant, sure new Fresh



The "moisture-shield" in new Fresh is a gentle extra-effective astringent that acts just like an invisible shield to protect your clothes from perspiration stains, stop embarrassing odor

Gentle new Fresh* has moisture-shield to keep underarms dry...

Instantly—Fresh Cream Deodorant forms an invisible shield to protect you and your clothes

Wonderful news! Gentle new Fresh with "moisture-shield," when used daily, ends the problem of perspiration moisture which stains fabrics and causes unpleasant odor! Yes, you're really protected when you use new Fresh Cream Deodorant.

For the new Fresh formula is far superior in anti-perspirant action; acts instantly like an invisible shield, keeps

you from offending—your clothes safe.


Scientists have proved that gentle new Fresh has up to 180% greater astringent action than other leading cream deodorants... and it is the astringent action that keeps underarms dry.

Try creamy-soft new Fresh today, regular or Chlorophyll.

Fresh Deodorant Bath Soap—11 times surer than ordinary soap; removes up to 95% of odor-causing bacteria. Use daily.



*Fresh is a reg. trade mark of The Pharma-Craft Corporation
Also manufactured and distributed in Canada

New  keeps you Lovely to Love Always

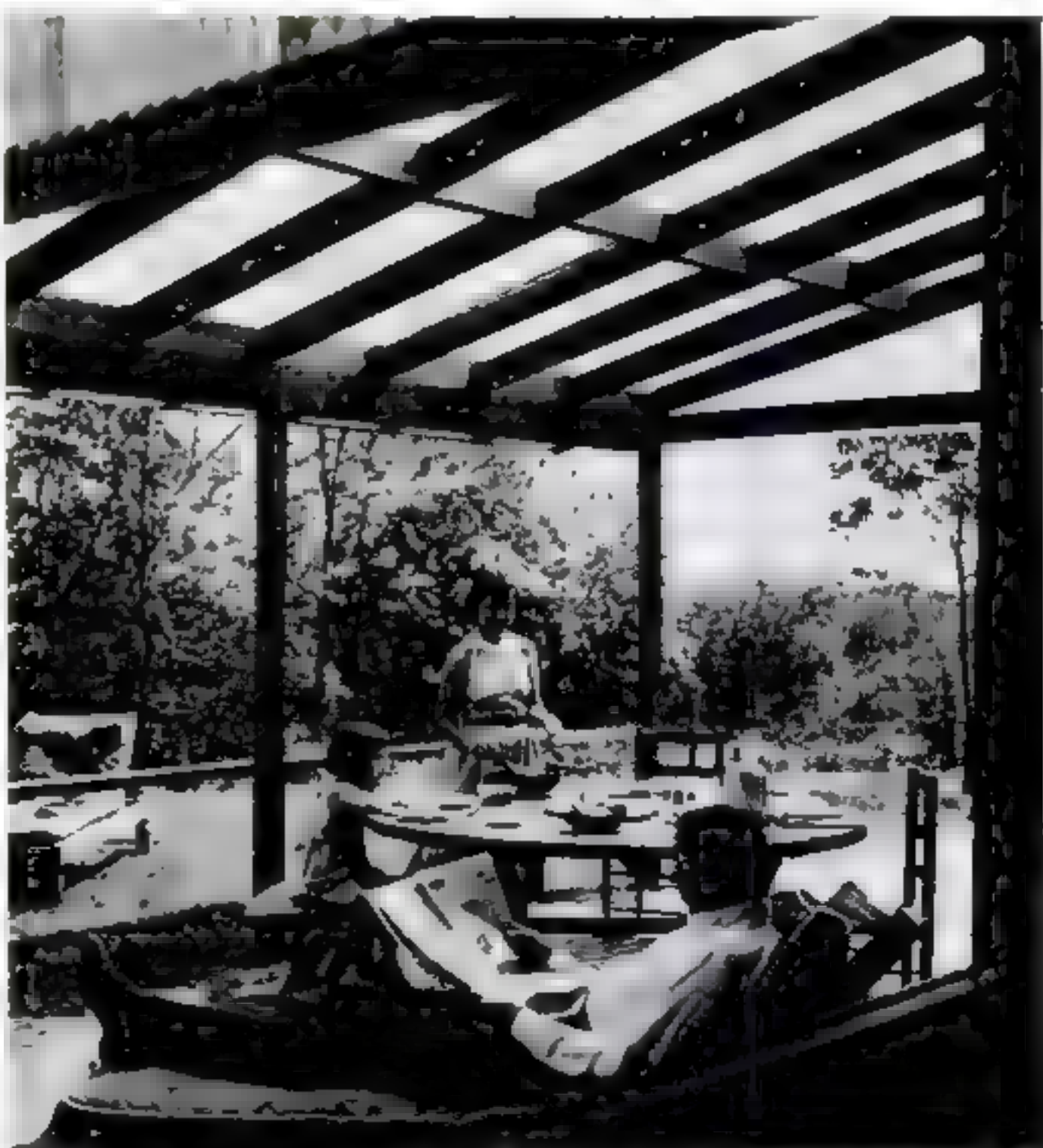
Sunny Roof CONTINUED



UNCOVERED TERRACE of Chuckrows' house faced south, was unusable in rain, not tolerable for long during day when the sun beat down as above.

PANEL QUALITY HAS IMPROVED

The roofing material may also be used for awnings, fences (following page), greenhouses and, in a lighter weight for screens, partitions and shower stalls. It is important to buy panels that meet basic standards of quality—those used in these pictures were made with Laminac, an American Cyanamid product. During the past six years, while the material was being perfected, some panels were sold whose colors faded and surface cracked or crackled. A list of recommended manufacturers may be obtained from the Society of the Plastics Industry. Green and yellow, preferred colors for outdoors, fade slightly after five years.



COVERED TERRACE designed by Chuckrows' architect, Edgar Tafel, cuts glare, makes terrace enjoyable for family all during spring, summer and fall.

The Thrills come double with TT Dynaflow^{}*



Try this:

Take the driver's seat of a 1953 Buick with Twin-Turbine Dynaflow, and do the usual things.

Ignition on and engine started. Lever into Drive position. Parking Brake off.

Now—press that pedal.

Instantly, you hear a whisper of power flow—feel your shoulders sink into the seat back—see the speedometer needle swing upward.

From a standing start, you're up to cruising pace in a handful of happy seconds—so

brilliant is the getaway of any new 1953 Buick with TT Dynaflow.

But note that this is getaway with silky grace.

This is getaway with the complete and utter smoothness of a jet plane rising, of a gull in glide, of a skier on a slope.

This is getaway with the infinite smoothness of a single, progressive build-up of suave motion—unchecked and unbroken in any way by a shifting gear.

We think you'll find it a joyous experience — and a thrill upon thrill — when you try this spectacular new TT Dynaflow.

Why not come in for a sampling?

That way you will also discover the power and room and comfort and ride that are part and parcel of every Golden Anniversary Buick — the greatest Buicks in fifty great years.

*Standard on Roadmaster, optional at extra cost on other Series.

When better automobiles are built Buick will build them

SEE YOUR BUICK DEALER

SCHOOL COMPANIONS

Picture-book fashions, by Mitzi,
in paintbox colors for big and little
sisters . . . washable as a blackboard
. . . with ruler-perfect fit!



Draw double sighs of admiration . . . dress them alike in this "taffelized" striped-and-solid Mitzi charmer with bold buttons . . . pert pockets . . . a saucy, snow-white collar!

in Little Sister Sizes 4-6X, about \$4 95
and Big Sister Sizes 7-12, about \$5 95



Also companionably styled for BIG and LITTLE sisters . . . Mitzi's Sunforized* "Copy Cat" cottons. left, vested interest in gay imported plaid gingham . . . right, striped contrast in crisp cotton broadcloth!

in Little Sister Sizes 4-6X, about \$3 95
at fine stores everywhere, or write: and Big Sister Sizes 7-12, about \$4 95

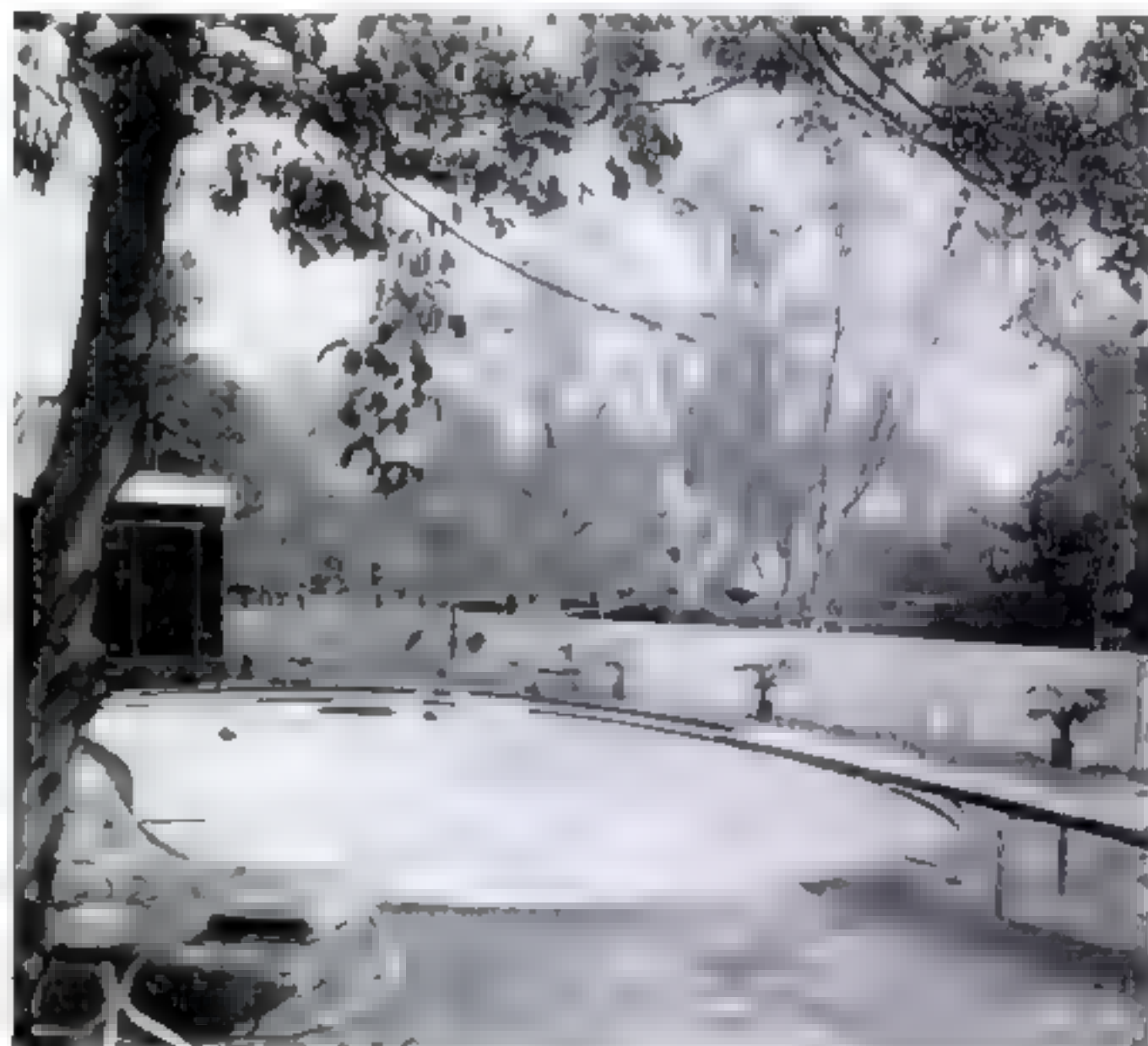
MITZI FROCKS 21 ST. & FINE AVE., PHILA. 34, PA.

*REG. SHRINKAGE LESS THAN 1%

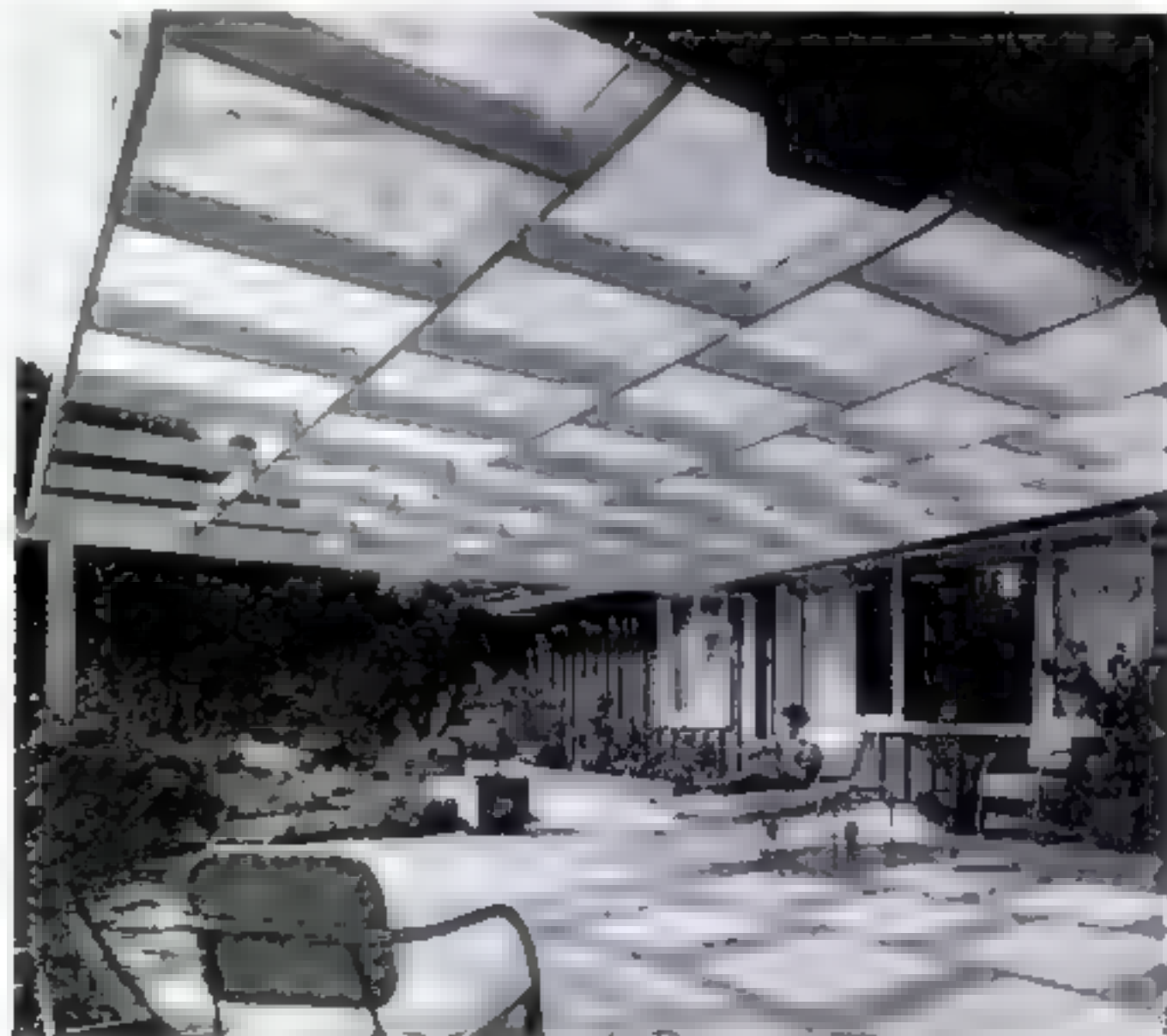
Sunny Roof CONTINUED



CARPORT ROOF of plastic panels makes an attractive addition to home of Mr. and Mrs. Maynard F. McNeil of San Diego, Calif., took one day to build.



WINDBREAK around a big private swimming pool in Los Angeles affords privacy because people outside cannot look through the translucent panels.



TRELLIS PATTERN is used for roof of Dr. and Mrs. S. J. Guardino's patio in San Mateo, Calif. Sections are covered with yellow panels, others are open.

morning

Wonderful way to start the day—
Sealtest Peach Ice Cream on cereal

noon

Quick, delicious midday treat—
Sealtest Peach Ice Cream on pie

night

Luscious dessert or nighttime snack—
a heaping bowl of Sealtest

you'll love



peach ice cream

What's the secret? Rich pure cream, juicy orchard-ripe peaches—
blended the Sealtest way. Try some today!

Sealtest is a trademark of National Dairy Products Corporation. It identifies products of the Corporation and its divisions. It's the sign of the best in ice cream, milk and other foods—and it's your assurance of purity, quality and delicious flavor.

Modern living calls for *Light refreshment*

THEY'RE a pleasure to see, today's trim and active young people. They shine with the health that comes from their modern, sensible living habits. Notice the way they eat. Light foods, light beverages that help keep them slim, healthy, give them a better chance for a longer, more active life.

That's why Pepsi-Cola is today more popular than ever. For Pepsi has kept in tune with this wholesome trend. Today's Pepsi is light, dry (not too sweet), reduced in calories. Enjoy Pepsi-Cola in the familiar economy size that serves two people, or in the smaller single-drink bottle. Have a Pepsi.



Pepsi-Cola
refreshes without filling



FEARLESS FRED ON A FIRE ESCAPE

This is Fred Astaire in a dance number from his new picture *The Band Wagon* (M-G-M), but his bland and bouncy nature is hidden under the mask of Rod Raley, the most dead-pan, most meat-headed private eye who ever ran up a red fire escape to nowhere. He spits out words like dum dum bullets ("She came toward me in sections"), and he spends

his life in a world of cloven skulls and exploding bottles of nitroglycerin, girls in bubble baths and girls with bullet holes in their muddles. Fast, sinister and hilarious; the dance—which also includes a sparkling performance by Cyd Charisse—is the best parody yet of the currently fashionable blood, booze and boudoir school of the mystery story.

Tall, Dark and Terrific... made with Pillsbury (the leading cake mix).
The choice, wholesome, country-fresh eggs are right in the mix. You don't buy, crack
or separate a single egg. Milk, and milk alone, is all you add.

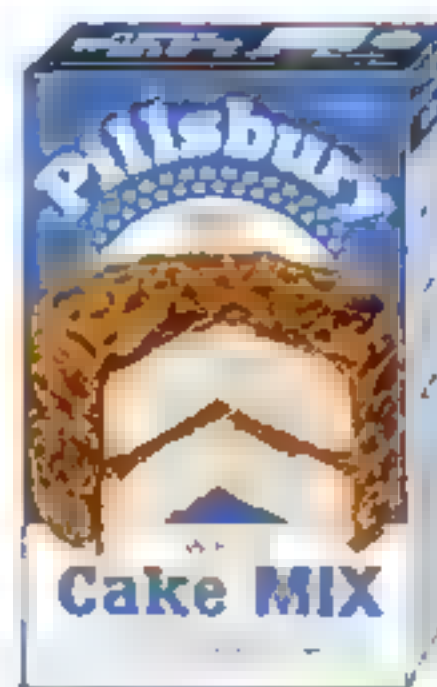


*Fresh, moist and beautiful, made from Pillsbury, the complete
cake mix, bought by more women than any other brand—by far!*

Pillsbury CAKE MIXES

WHITE · CHOCOLATE FUDGE · GOLDEN YELLOW

Complete—Milk is all you add



All the good rich things it takes to make a quality cake are right in the package (except milk). Finest cake flour sifted more than 40 times, special shortenings, special granulated sugar, superb ingredients right down the line, including choice, wholesome, country eggs. No flavorings, no extras of any kind required. These are complete mixes.

'Band Wagon' CONTINUED

'SHE WAS BAD ... DANGEROUS'



BLOND PICK UP (Cyd Charisse) flashes legs at Private Eye Riley, whose narration during this number is a take-off on detective story tough talk.



BRUNETTE TEMPTRESS, who near the end turns out to be the blonde without a wig, entices Riley. "She was selling high but I wasn't buying."

CONTINUED ON NEXT PAGE

NATIONAL SALE!

1 DAYS ONLY

Starts Friday Aug. 7th
Ends Saturday Aug. 15th

FAMOUS SILO-ETTE

PANTY GIRDLES

REDUCED FOR THIS SALE ONLY!

DRESS-TIGHTS

Regularly \$5.50
\$4.49

SPORT-TIGHTS

Regularly \$4.50
\$3.69

SIL-O-ETTE FEATURES:

- Long leg streamlines your thighline, eliminating fleshy thighline bulges and chafing!
- Fit low on waistline to prevent rolling!
- Patented design perfectly conforms to the lines of the body!
- Famous contour crotch eliminates all strain ... no cutting ... no binding ... no riding up!
- Made of long stretch Len-a-Lastic, with nylon added for quick drying!
- Crotch made of rayon tricot, for greater absorption and comfort!
- No bones, no hooks, no zippers!

SIL-O-ETTE DRESS-TIGHTS



DRESS-TIGHTS with added rayon crotch elastic panel for added tummy control.



SIL-O-ETTE SPORT-TIGHTS

SIL-O-ETTE PANTY GIRDLES ARE SIZED BY HIP MEASUREMENT

For correct fit and maximum comfort measure at the widest part of hips (seat). Use this measurement as recommended below.

Measurement of hips (seat) at widest part	Required size of SIL-O-ETTE PANTY GIRDLE
33" to 34"	Hip Size 34
35" to 36"	Hip Size 36
37" to 38"	Hip Size 38
39" to 40"	Hip Size 40
41" to 42"	Hip Size 42

At Leading Department and Specialty Stores — Kwik Underwear or Corset Departments

WE WILL FILL YOUR MAIL ORDER THROUGH YOUR NEAREST DEALER IF NOT POST MARKED AFTER AUG. 15TH

SIL-O-ETTE UNDERWEAR CO.

JAMAICA 35, NEW YORK

My Waist Measure	Hip Measure Widest Part
<input type="checkbox"/> SPORT TIGHTS \$3.69	<input type="checkbox"/> DRESS TIGHTS \$4.49
<input type="checkbox"/> TEAROSE <input type="checkbox"/> WHITE	<input type="checkbox"/> TEAROSE <input type="checkbox"/> WHITE

Enclosed is \$ to cover order. Add Sales Tax, if any, in your city or state.

Best to **start** on...
best to **stay** on...
four **Pablum*** cereals



4 varieties at your druggist's or grocer's



Good to Mother... Safe for Baby!
Exclusive "Handy-Pour" spout prevents messy spilling... keeps baby's cereal fresher and safer between feedings.



Strong, Healthy on Pablum
Four wonderful Pablum® Cereals give baby variety, plus high nutritional values so important through his third year.

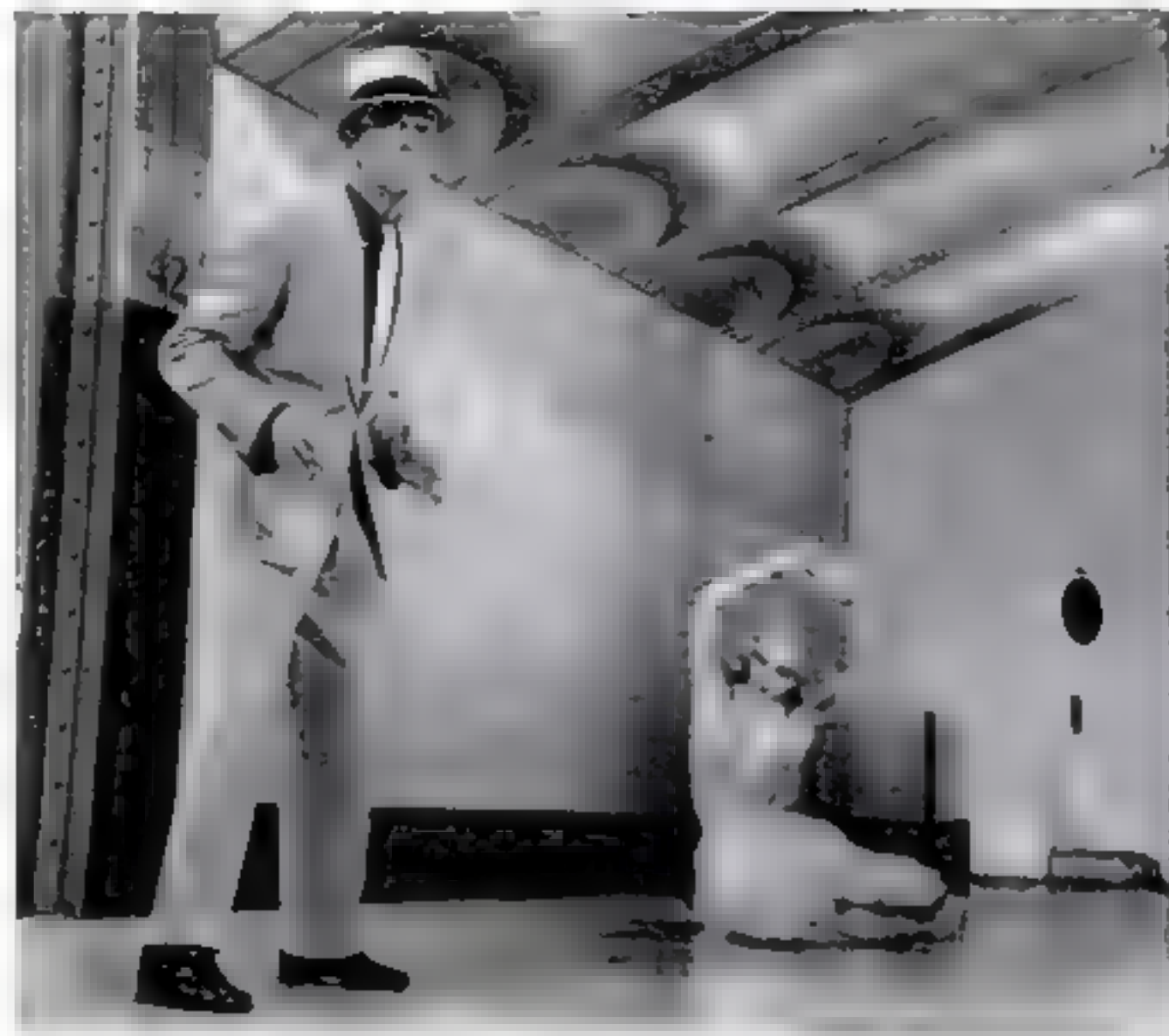


Time for Baby's Visit to the Doctor's!
Don't put it off! He's anxious to help you, even with your smallest problem. Look to him for expert advice.

Pablum is the original pre-cooked cereal made only by Mead Johnson & Co., Evansville, Ind.—world famous for nutritional products for infants and children

MEAD

'Band Wagon' CONTINUED



ANOTHER MEETING takes place in subway as blonde glides toward Riley. "There was something about this kid that made you want to protect her."



COOL DETECTIVE holds fainting girl as a hoodlum, shot in a gun fight that breaks out around them, careens to a gruesome death on subway tracks.



SCARED GIRL revives as fight continues. Riley finally discovers that she is the murderess, but he forgives her. "She was my kind of woman," he explains.



COLLEGE GIRLS were first to discover the flexible shirt-and-skirt way of dressing. Here Lois Ebeling, Radcliffe '54, wears Sacony's full skirt in herringbone jersey (14.95) and 7.95 washable wool jersey scoop-neck blouse.

Shirt and skirt girl



WEEKEND MEANS RELAXATION for advertising copywriter Mrs. Robert Brown, watching antics of her actor husband and two-year-old daughter, Laurie. Her 7.95 Sacony shirt is wool jersey and washable, zips down the back. Front-pleated slim wool flannel skirt, also by Sacony, costs 10.95.



FAMILY SCENE by Sacony. Mrs. Albert Commette of Montclair, New Jersey wears wool flannel skirt and washable striped jersey shirt, each 10.95. Daughter Nina's wool flannel skirt is 6.95. Susan's washable wool jersey jumper is 9.95. Children's washable wool jersey blouses cost 4.95.

SACONY DRESSES HER AT ALL AGES

The girl in the shirt and skirt is no longer just a school-girl. She's the woman who holds down a responsible job. She's a glamorous television star. She's a socialite matron with a growing family. She's anybody and everybody who has a reasonably good figure and a young point of view. Back of this swing to shirts and skirts is the fact that America is living more informally and dressing more casually. Back of it, too, is a company called Sacony, something of a phenomenon in the fashion world. Famous originally for suits and dresses, Sacony then added separates, now produces almost enough shirts and skirts to dress the nation's total female population from the age of three. Sacony separates are made of fabrics that pass exhaustive company tests for good looks and good wear. And all the shirts, even the wool ones, can be safely washed. Sizes are 10 to 18. For store names, write to Sacony, College Point, Long Island, New York.

ADVERTISEMENT: copyrighted by Sacony

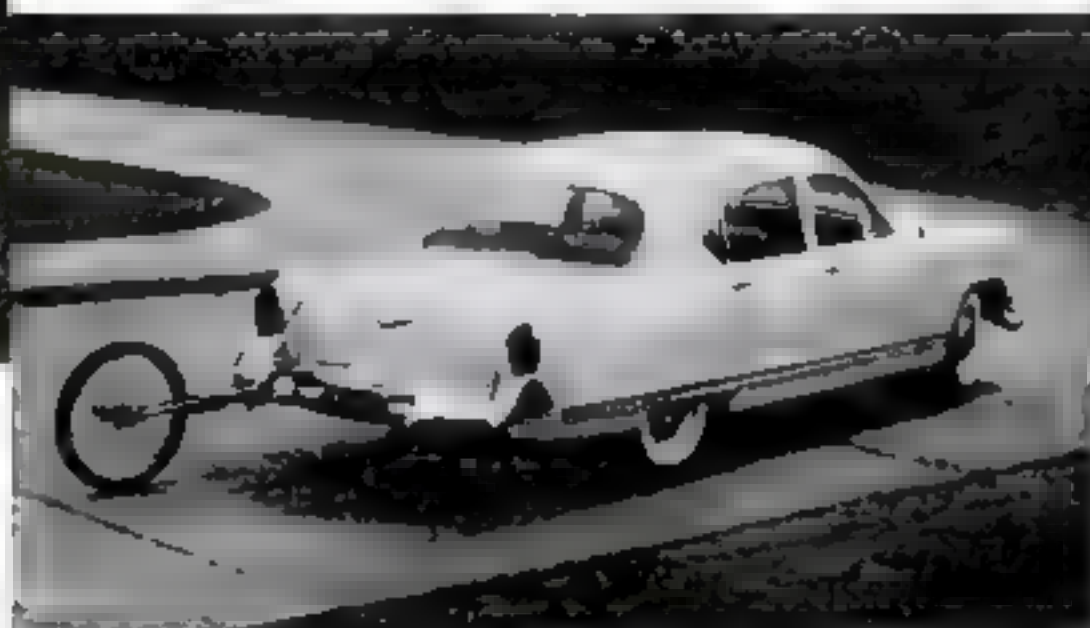
*As Kaiser enters its dramatic
new expansion program...*

Kaiser's 730,000th car

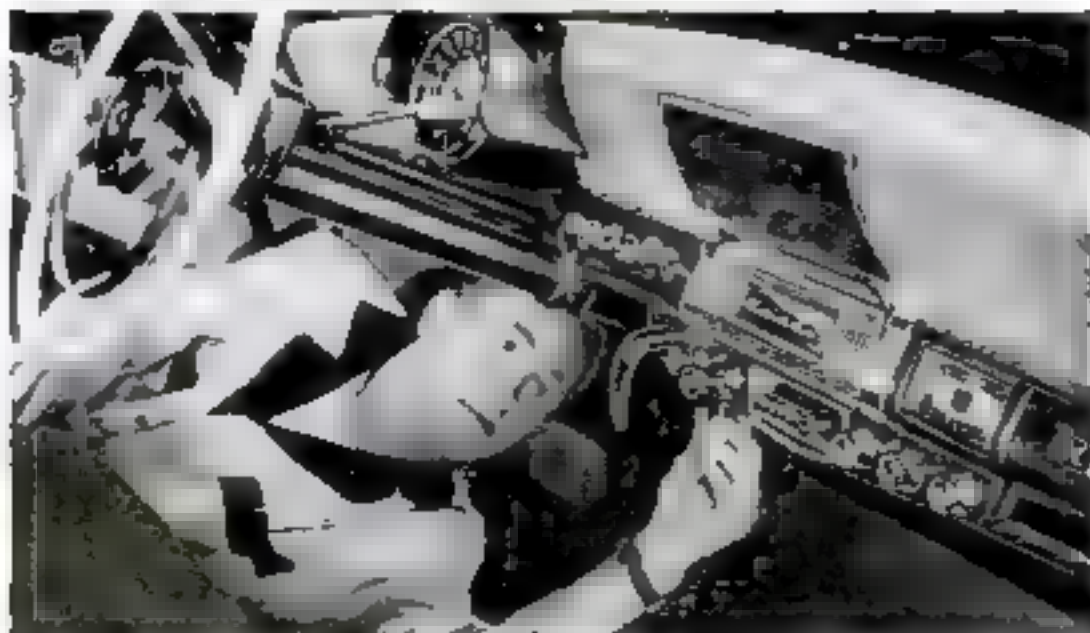


PHOTOGRAPHED AT WELDON RUN BY D. HAZEN

Road testing for pick-up



Checking Kaiser's famous Safety-First seat



Performance that tops all others!

Anyone who's driven the Kaiser will tell you it's more like flying than driving. That's because Kaiser has scientifically engineered its weight-to-power ratio! Choice of three transmissions: Standard Overdrive, Or Hydra Matic. Plus the finest — and least expensive — Power Steering on any car.

More safety than in any car at any price!

No other car in America gives you the safety features of Kaiser. The world's safest front seat. A full-length, safety padded instrument panel. A huge, one-piece safety mounted windshield. All instruments recessed. Plus the largest — thus the *safest* — vision area in any sedan. All this priceless protection — yours at no extra cost in the Kaiser!

rolls off the line!

***Kaiser...always the
most beautifully styled
car at a medium price...
now a greater value
for you than ever before***

Today... you have more reason than ever to be proud to own the Kaiser.

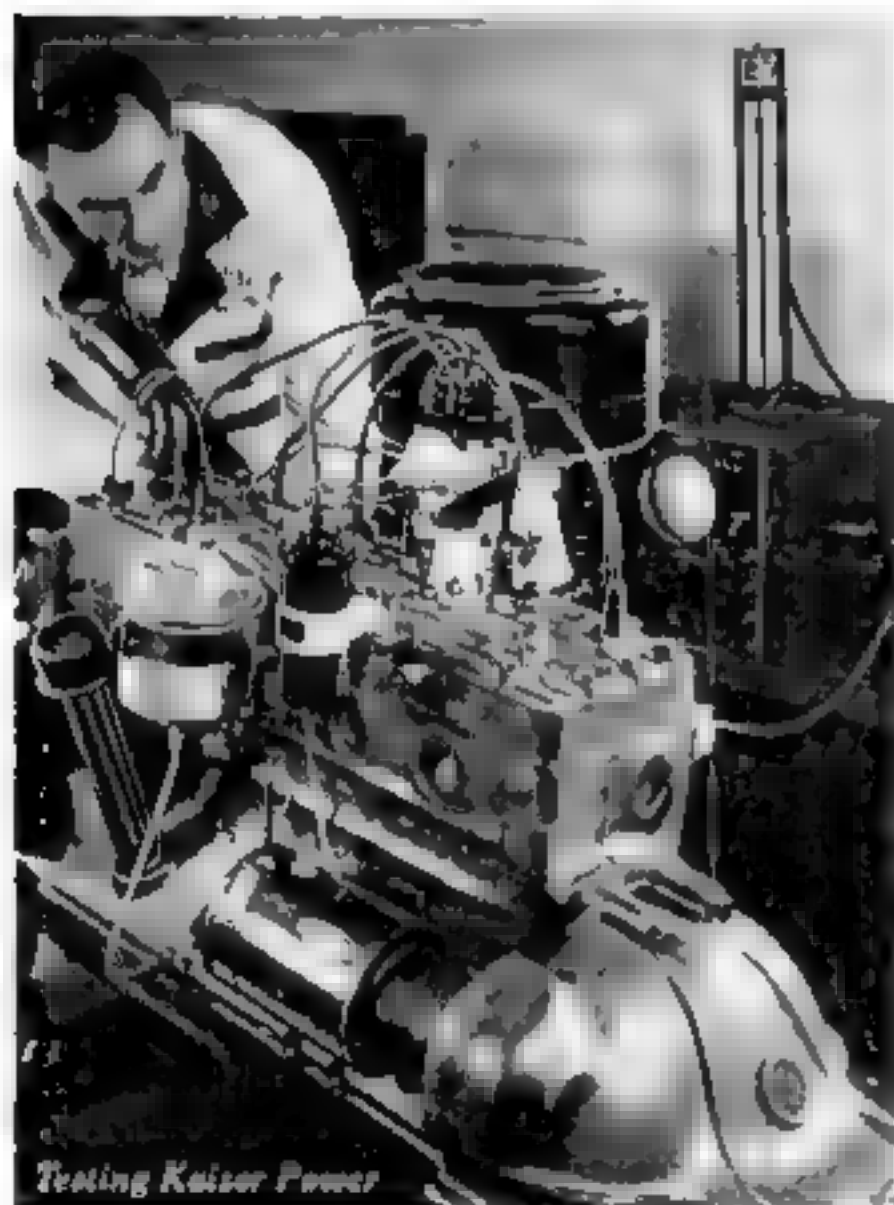
For the beautiful new '53 Kaiser is not only America's smartest styled automobile... it is more clearly than ever, America's greatest value, too!

That's because Kaiser's new \$62 million dollar expansion program—which gives Kaiser more foundries for engine-building... more giant presses for body stampings... more vast assembly lines for production—now puts *even greater value* and *even finer quality* into every Kaiser car!

Kaiser's 730,000th car has just rolled off the line—excitingly beautiful in appearance... breathtakingly smooth in performance. Yours is at your Kaiser dealer's now—where the finest "trade" in town awaits you, too. See your Kaiser dealer today.

Choice of **Standard, Overdrive* or Hydra-Matic*** drives plus new—lowest cost—**Kaiser Power Steering***

*optional at extra cost



Testing Kaiser Power

More economy than low-priced cars!

Kaiser gets 24.9 miles a gallon—and with Hydra-Matic, too—according to a test made by Popular Mechanics magazine. And what about Kaiser upkeep? Owners report going 80,000 miles without a cent for repairs. Proof of Kaiser's finer engineering!



Hand-finishing a Kaiser

More comfort than expensive cars!

Most medium-priced cars are upholstered in plain broadcloth. But the luxurious bouclé vinyl upholstery in the Kaiser is something you'd expect to see in a \$5,000 custom automobile—not a medium-priced one. The Kaiser "ride", too, is that same smooth ride you've enjoyed in costly limousines. Try it at your Kaiser dealer today!



***Listen to
"Lowell Thomas and the News"
Monday thru Friday,
CBS Network.
Sponsored by your
Kaiser dealer.***

Drive the Kaiser... America's most beautiful car... winner of 14 international awards

A NEW KIND OF LIFE CLOSE-UP

The round-table type inquiry reported here did not actually take place. It is a device—modeled roughly on the methods of congressional hearings—which offers an effective way of telling the story of Roger M. Kyes, the Deputy Secretary of Defense. All the quotations are

genuine, however. Every statement attributed to Mr. Kyes and to the favorable and unfavorable "witnesses" was made either to the author or to other representatives of LIFE. The role of "chairman" of the imaginary round table is taken by LIFE Writer Robert Coughlan.

PARTICIPANTS in the imaginary round table are (reading from left on far side of green-topped conference table): Roger M. Kyes; Senator Leverett Saltonstall; Senator Margaret Chase Smith; Secretary of the Treasury George Humphrey; Lafayette M. Kyes; Defense Secretary Charles Wilson; Mrs. Kyes; Walter M. Haas, president of the Empire Plow Company; Phil Monaghan, general manager of the GMC Truck and Coach Division; Reverend Leslie A. Bechtel, pastor of "Kirk in the Hills" of Bloomfield Hills, Mich.; and "Chairman" Robert Coughlan. The men on the lower side of the table are "anonymous witnesses." Their real identities were not given to Artist Czeremanski, but he has visualized them (starting at left) as the finger-pointing Democratic senator, an East Palestinian, White House source, well-informed Detroit, high Pentagonian, an Air general, another Air general, a former classmate, high naval personage, a General Motors executive, a Ferguson executive, a former colleague at Empire Plow, and former GM executive.



'...THE UGLIEST MAN SINCE ABE LINCOLN'

by ROBERT COUGHLAN

CHAIRMAN

BEFORE proceeding with the examination of witnesses I would like to comment on what we are trying to do here and how we propose to go about it. This committee is not going to try to solve the argument about the Defense Department budget. I doubt that anybody can "solve" it. Congress and the President have made a decision, and time will tell whether it is the right decision.

Our subject here today is Roger M. Kyes, a man about whom very little is known. In fact, I venture to say that the general public may not even know who he is. Roger M. Kyes is the Deputy Secretary of Defense, the first assistant to Secretary Charles E. Wilson. He is a very important man. Undoubtedly he is the most controversial figure



of this new administration. In the investigations made as a preliminary to this inquiry I have been astonished—yes, amazed—at the violence as well as the diversity of opinion about Mr. Kyes. There has been no comparable situation in Washington so far as I remember.

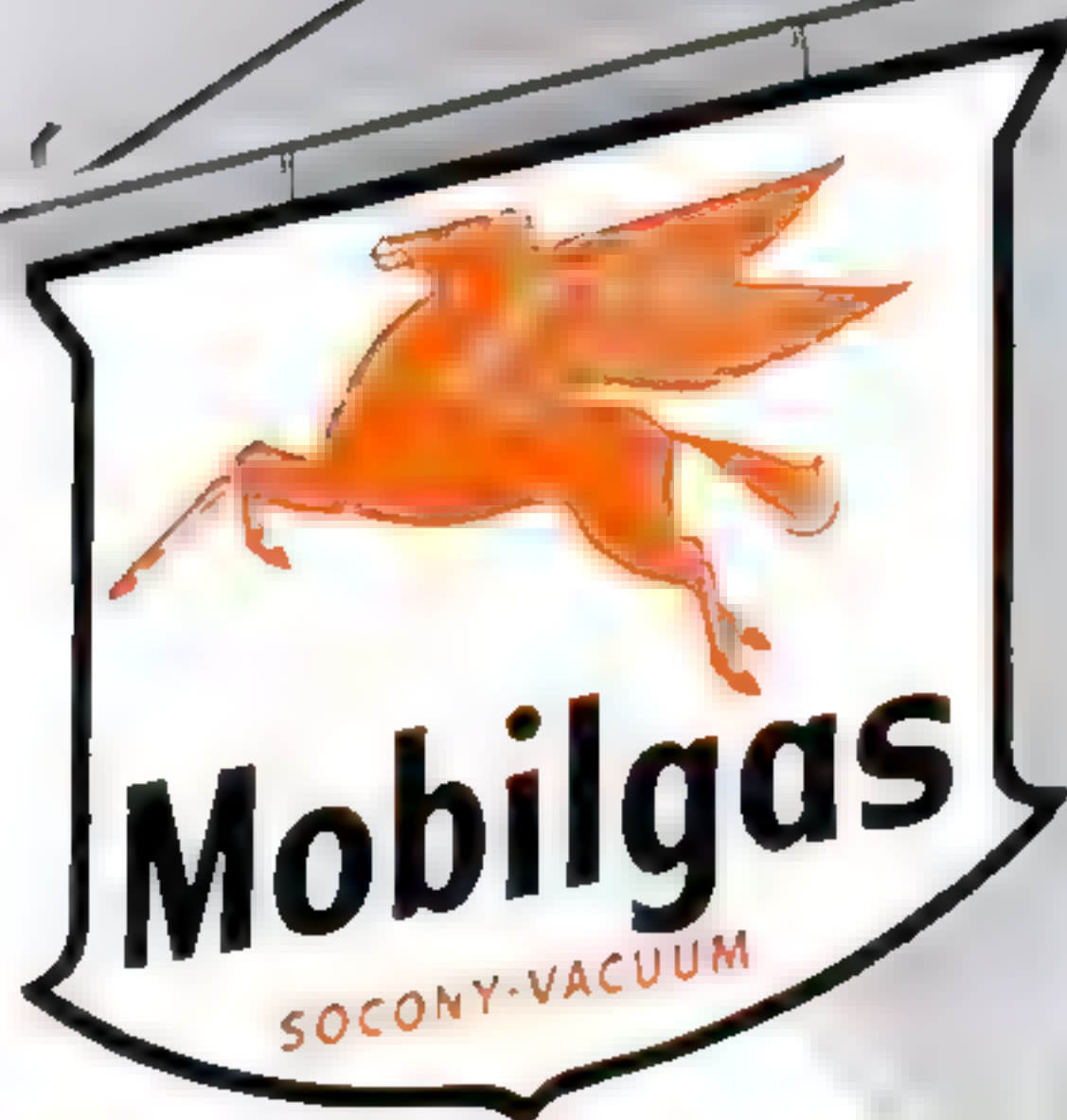
We aren't trying to get Mr. Kyes fired here today, and we aren't trying to pin any medals on him either. We just want to know more about him. Then the public will at least know who is making some of these big decisions that affect the life of our country.

Now, there are some delicate matters that may be touched on here today. For reasons that will be self-evident, some of these witnesses have asked to remain anonymous. But each one will be identified in a general way. Our first witness here today is a high official in the

Pentagon who has asked the privilege of anonymity. We will ask him to tell us what he thinks of Mr. Kyes.

HIGH PENTAGONIAN

I'll be very glad to. I'm worried sick about Kyes. I think he's a dangerous man. You have to understand first—fully understand—that he's Charlie Wilson's alter ego. They're interchangeable. Wilson brought him down here from Detroit with him and they're so close you can't tell where one leaves off and the other begins. That gives him immense power, and I think the way he's using it is a disaster. Wilson talks about making a "team" out of the leaders of the services. Everybody is supposed to work together in "team spirit." Well,

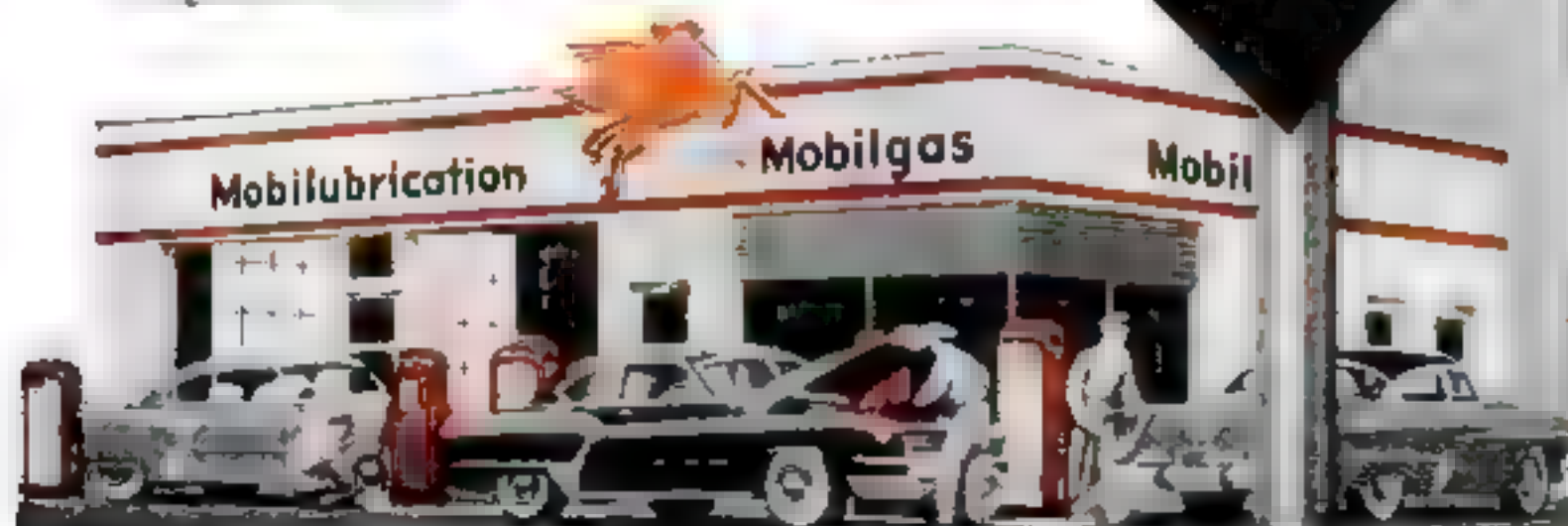


FRIENDLY STOPPING PLACE

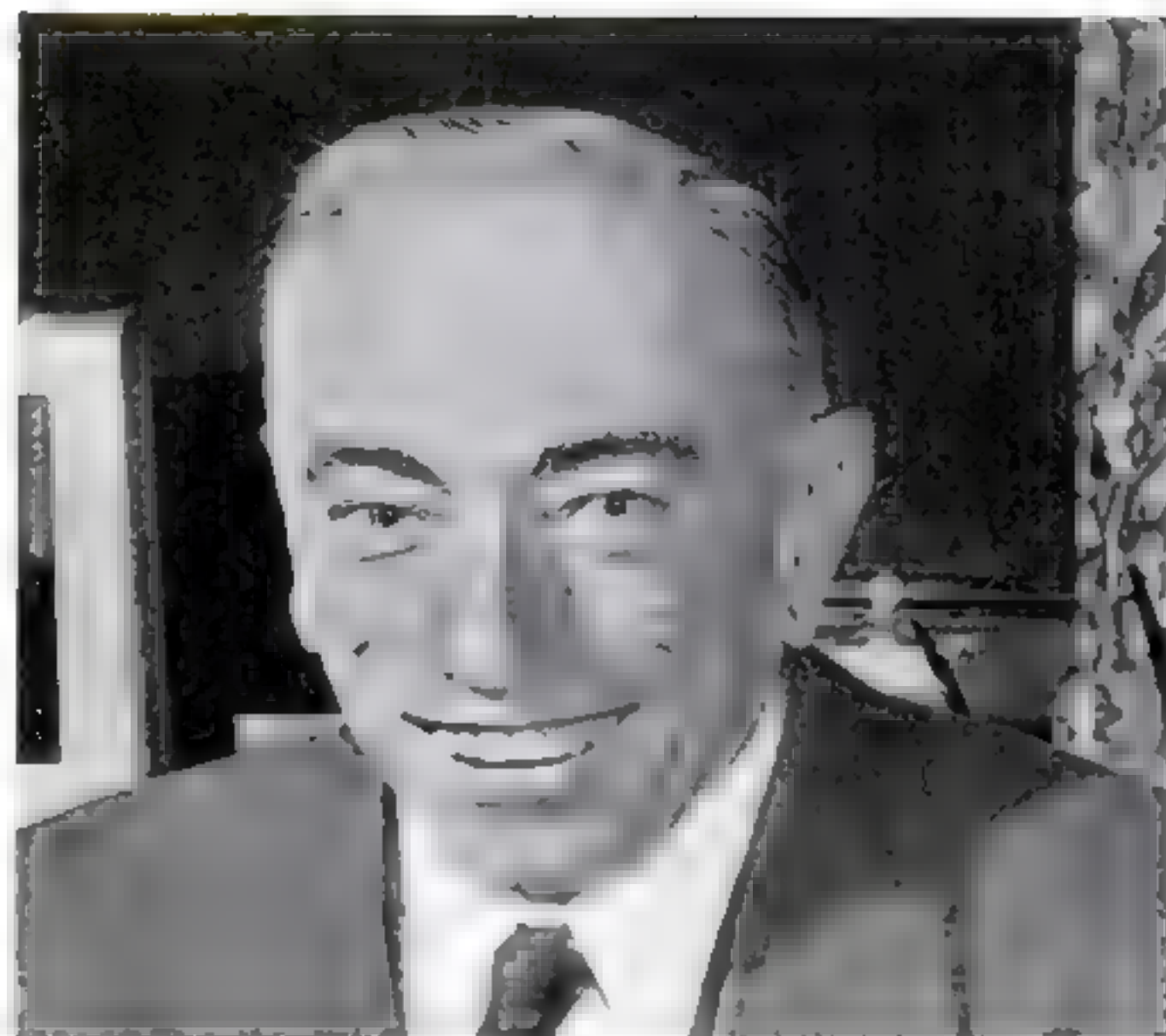
Wherever You Go!

**Look for the 3 Diamonds at
the Sign of Friendly Service!**

You can count on clean, sanitary, properly equipped rest rooms, whenever you see this 3-Diamond sign outside Mobilgas stations. Just one of the many friendly services your Mobilgas dealer offers! He'll clean your windshield, check your radiator, battery, tires . . . give helpful touring information, miracle-fold road maps. Stop at the Sign of the Flying Red Horse for friendly service, and famous quality Mobil products!



SOCONY-VACUUM OIL CO., INC., and Affiliates: MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.



ROGER KYES, shown at his desk at General Motors, was known as one of GM's ablest organizers and potentially a future president of the corporation.

IMAGINARY INQUIRY CONTINUED

I suppose by now everybody has heard about the four-star general who was trying to argue Kyes out of a decision he'd made. Kyes walked over and flicked the general's stars and said, "I didn't come down here to shovel snow. I came here to pluck stars." Believe me, that man isn't on any team with Kyes—and the story is rocketing around every service post in the world.

It's that sort of thing that worries me most. Kyes is arbitrary and patronizing. He—and Wilson too—came down here knowing practically nothing about the services but with the idea that all they had to do was superimpose General Motors on the Pentagon. They keep talking about how they did things in Detroit. Believe me, the security of the United States isn't as simple as turning out a new sedan. But they've got it all figured out—Kyes particularly—and anybody who tries to argue with them is breaking the rules of the "team."

AN AIR GENERAL

He treats us like we were a bunch of goddam labor leaders.

ANOTHER AIR GENERAL

It's an insult to talk with him. He acts like we're stupid.

A WHITE HOUSE SOURCE

Mr. Chairman! Mr. Chairman! I want to put in a word here on the other side of this picture. Roger Kyes has the toughest job in Washington. On the one hand he's trying to prop up Charlie Wilson, who's always in dutch about something—you know what they said after Wilson's testimony before the Armed Services Committee: somebody said, "Mr. Wilson should learn to keep a civil foot in his mouth"—and on the other he's got to try to make the Pentagon efficient and take money away from people who don't want to give it up. A man in that position is bound to make enemies.

I never knew Kyes until this administration began. I had heard he was supposed to be Wilson's "hatchet man." So I was surprised when I got to know him. He isn't at all the typical, desk-pounding, tough businessman type. He's informal, friendly and easy to work with. He's downright affable! Sure, he's aggressive, but he has to be to get things done over at the Pentagon. He's a doer. I know that in my field, at least, if there's something I want to get the Pentagon in on, all I have to do is call up Roger Kyes and tell him about it and it's done. And don't let anybody fool you—he's smart. He has the homespun manner, but in meetings here at the top level his whole attitude changes. He's incisive, clear and intelligent, and he's often the guy who comes up with the answer. I suggest you call some friendly witnesses, Mr. Chairman.

SENATOR MARGARET CHASE SMITH

Mr. Kyes came to see me at my office and I found him very friendly and pleasant. I expect he and Mr. Wilson too are like this whole administration—they need time to get their feet on the ground.

SENATOR SALTONSTALL

Maybe there's just a little too much of what they call "the businessman mentality" over there now, but I know it's easier for me to get figures out of the Pentagon now than it was before. Of course, I think Mr. Kyes throws people off at first because he isn't very pretty. He's like I am. I was driving around during the last campaign and a woman yelled, "Hey, Senator, stick your ugly face out and show you're for Eisenhower!" But then he smiles and you forget that. He stands well here on the Hill.

A DEMOCRATIC SENATOR

He's a tin-horn businessman all puffed up with conceit and self-congratulation and all he can think about is Detroit. My God! These men come down here and patronize people like Senator George, probably the greatest fiscal man in the country, just because they made some money. Any damn fool can make money. That doesn't mean they're fit to run the country. This Kyes is ripping the guts out of the Air Force without *any idea* what he's doing. He's playing with our national security. The arrogance of the man! He's not going to get away with it! I'll tell you this, his days here are numbered.

CHAIRMAN

There seems to be quite a substantial disagreement here. Perhaps Mr. Kyes can help clarify some of these issues.

ROGER M. KYES

I've still got my first piece of fan mail on this job. It's from a fellow in Tennessee. He saw my picture and wrote a postcard and said, "You look to me as though you would spit in the Devil's eye." I'm the ugliest man to be in Washington since Abe Lincoln.

It always surprises me when people act like I'm important. I try to be just a natural person. I act natural, and I *feel* natural.

I love people. My greatest joy is to see people in my organization prosper. To see that a man is doin' well in his work, and encourage him and help him along; and not just that, but to try to see that his family is happy. That's what gives me my greatest kick out of life. Especially young people. They're the clear fresh spring water replenishing the future of our country.

There's a practical side to it too. You have to put a heart in anything before it's really creative. In business, the people I worked with always knew they could come to me with their problems, business or personal troubles, and I'd never violate their confidence. And if I could help them, I'd say, "The only reward I want is that someday you help someone else the way I've helped you."

That's why I never could understand this talk about me bein' "tough." To me it has the connotation of "brutality." Sure, I've had to be decisive sometimes. But never brutal. Ask my wife and four daughters about that so-called "toughness."

HELEN JACOBY KYES

Roger's very considerate, and of course his four girls idolize him. He's rather deeply religious, I think, not so much in a formal way but he feels it. He's always done so much for the people who worked for him. When that story came out that he looked like the kind of businessman who would say, "Lay off 40,000 men," several of the people who worked for him at General Motors called me up to say what a terrible thing they thought it was. They were really mad and wanted to do something about it. But I said, "No, we made up our minds when he was appointed just to let things like that roll off our backs."

A GM EXECUTIVE

I remember the day the news came out at the office that Wilson had picked Kyes to be his deputy. When I heard it, I shuddered. Why? Because it told the whole story about the kind of show Wilson was intending to run down there in Washington. It was going to be brutal. This Kyes is smart. He's smart as hell, and a great organizer and production man. But he's got no heart. He's got ice water in his veins. He rules by fear. He's ruthless. He'll cut your throat and trample you down. I wouldn't work under him for a million dollars. Life is too short for that.

CHAIRMAN

I'm afraid this is quite confusing. To expedite matters, I will read into the record certain facts which appear to be noncontroversial.

Roger M. Kyes is 47 years old. He is 6 feet 4 inches tall and weighs approximately 225 pounds. He was born in East Palestine, Ohio on March 6, 1906, the only child of Lafayette M. and Myra E. Rogers Kyes.

CONTINUED ON NEXT PAGE

BIG MOBIL TIRE PLUS

Extra Mileage Tread



LOOKING for extra wear . . . extra safe driving? Then Mobil De Luxe Cushion tires are for you. And for complete tire service your friendly Mobilgas dealer is your man.

He'll check tires for cuts, bruises, proper inflation . . . replace worn tires with famous Mobil De Luxe Cushions.

Tire quality . . . tire service — both right where you get your favorite gas and oil!

Go
Mobil Safe
with



Mobil Tires

Tire Quality Every Time — Tire Service Any Time

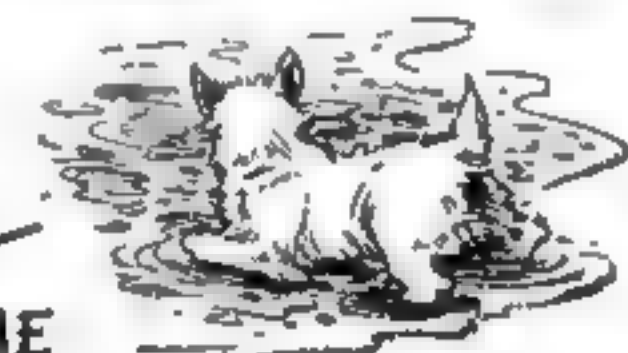
SOCONY-VACUUM OIL CO., INC., and Affiliates; MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.



Run For It!



"THESE WAVES KEEP COMING AFTER US, WHITEY!"



"THEY REMIND ME OF OUR MANY FRIENDS, BLACKIE, WHO ALWAYS KEEP COMING BACK FOR BLACK & WHITE SCOTCH WHISKY. THEY KNOW ITS QUALITY AND CHARACTER NEVER CHANGE!"



"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS

IMAGINARY INQUIRY CONTINUED

His ancestry is distinguished. His mother traces her genealogy to Alfred the Great. Her grandfather was a first cousin of General Robert E. Lee. Her father, a large landowner, founded the town of Rogers, Ohio, where she was born. Through her Mr. Kyes is a distant cousin of Glenn L. Martin, the aircraft manufacturer. On the paternal side his grandfather, a captain in the Union Army in the Civil War, was a citizen of Unity, Ohio, whence his father, Lafayette, moved to the nearby town of East Palestine to set up his law practice.

Subsequently, Lafayette M. Kyes expanded his interests to include stock raising, coal mining and manufacturing and became wealthy. He has served as mayor of the town, as its legal adviser and as president of the Chamber of Commerce. Both he and his wife have been active in Republican affairs, he having served as a member of the Republican National Committee and she as chairwoman of the county Republican organization.

There are some witnesses here from East Palestine. You, sir.

AN EAST PALESTINIAN

Everybody around town respects the Kyeses, but you couldn't say they're a popular family. They've always put on airs. For instance, they were about the first family in town to have a car. They drove Pierce-Arrows and had a colored chauffeur. I remember when we were kids coasting in winter. The chauffeur was there to pull Roger back up the hill. They coddled him a lot, and they picked the kids in town he could associate with.

The kids took it out on Rog. It was unfair in a way, because he was such an easy target. He was ugly as sin, and then on top of that he had thyroid trouble so his eyes bulged out and he wore a truss for a while besides. I know that truss embarrassed him when we'd go over to the McGowan's Crossing swimming hole. He couldn't run around and be active like the other kids and they treated him like he was a pretty sorry specimen. He was the kind of a boy, when he asked a girl for a date, she'd laugh at him. He didn't go to many of the school dances or other social affairs.

He still doesn't trust people who try to be friendly. It seems he's always on guard against being hurt or imposed on and that's probably the reason he tramps on so many toes. He's very much aware that his ability alone has taken him where he is and he finds a lot of satisfaction in the fact that people who used to laugh at him can't laugh anymore.

A CLASSMATE

I think he used his head to fight back. He had a superior brain and he was an eager beaver with the answers. Especially when there was a hard one, it seemed he liked to show up the others in the class. He'd sit back waiting for them to miss and then come up with the right answer.

LAFAYETTE M. KYES

My son had an intense interest in reading. As a small child he deviled the life out of people to read to him.

ROGER M. KYES

I was fortunate to have wonderful parents. I got a lot from both of them. My mother is well educated, a college graduate, and she took a lot of effort with my education. She'd read me to sleep at night when I was a little fellow, but it wouldn't be fairy tales, it would be the classics. She was a Sunday school teacher and she would explain the Bible to me in living terms, so that for me religion became a living thing. Another thing she taught me was self-reliance, not to depend on other people or outside stimulants; to be able to live on an inner force. My father taught me high ethical standards. There was a saying that if he took a case it was prejudged, because everybody including the judge knew that he had satisfied himself that his client was in the right. The other greatest thing I got from him was mental courage—the ability to make a decision. He would say, "Expedience will always come back to haunt you."

He had a lot of interests and he used to take me around with him everywhere, to the mines and the factories and even to board of directors meetings. He'd explain everything to me about them and about his legal cases—the law, the people involved and so forth. I can't remember how old I was when I began to visit the rubber factory in East Palestine—he was its counsel and owned stock in it—but I must have been still in dresses. And I remember bein' in Youngstown with him and lookin' out of an office window—and down there was the Republic Steel Company plants spread out along the valley. It was a thrilling sight: the deepest memory of my childhood. So you see, I grew up in industry. My life has



WIFE AND DAUGHTERS are portrayed in library: Katharine, 12, Mrs. Kyes; Cynthia Anne, 7, Carolyn, 19, now at Ohio Wesleyan; and Frances, 16.

just followed naturally from those early years, even though I'm afraid I disappointed my father by not turnin' out to be a lawyer. But I had the urge to *create*. I love to build things and take complex ingredients and put them together so they work.

For the rest of it, I just had an ordinary boyhood, did the things kids do, and got into some scrapes and had a good time. I didn't think too much about the future. But from my parents' training and from livin' in a small town I got an understanding of inter-relationships, how the total picture fits together—industry, agriculture, finance and people. Especially people: how important the personal element is. My father is a great lover of people. I developed inductive reasoning, which I think is probably my strongest quality except for a good sense of timing. That, I think, you have to be born with—to know, to *feel*, the right time to do something or not to do it. It's sort of like an osteopath, feeling around and knowin' just when to move something into place.

CLASSMATE

I didn't see much of Rog after his sophomore year because he transferred to Raven High School over in Youngstown. It had something to do with Civil War history. His father didn't like the way they were teaching it here. He considered himself an expert on the subject. Well, the school wouldn't change to teach it his way, so he sent Roger over to Rayen and gave him a roadster to drive back and forth in.

ROGER M. KYES

My family had a lot of friends over in Youngstown. My father had business interests there, you see. And there was one wonderful teacher, Miss Sara Jane Peterson. They wanted me to have the benefit of her personality and her teaching. So I went to school there the last two years. After that I went to Oberlin for two years. I had my mind set on Harvard, but I'd had an illness that set me back a little and I decided to go to a small college first. At Harvard I was on the Dean's List and didn't have to keep a schedule, so I could browse around in subjects that interested me, over in the Business School. I majored in Economics and managed to graduate *cum laude* in 1928.

I met my wife while I was at Harvard. She's been a great inspiration to me. In business I never promote a man without meetin' his wife, because she influences him so much, especially his staying power, by the way she helps him.

HELEN JACOBY KYES

It was a blind date. I was visiting my roommate in Boston, and she and the boy she was with fixed it up. I was impressed, although I had romantic inclinations in another direction at the time. You know how Roger is: when he wants something he goes out after it. It happened to be my last day in Boston, and the next day at the train there was this enormous bouquet of red roses. We wrote to each other, but both of us were in school and things didn't really happen until we graduated and he came through Ohio on a trip.

He's a kind and a very intelligent man and we have quite a congenial home life. He doesn't have many hobbies outside of business, except golf and cards sometimes, and reading, but he likes to take walks by himself on our grounds—we have 30 acres there at Bloomfield Hills, a lot of it rolling and wooded—and he's very

CONTINUED ON NEXT PAGE

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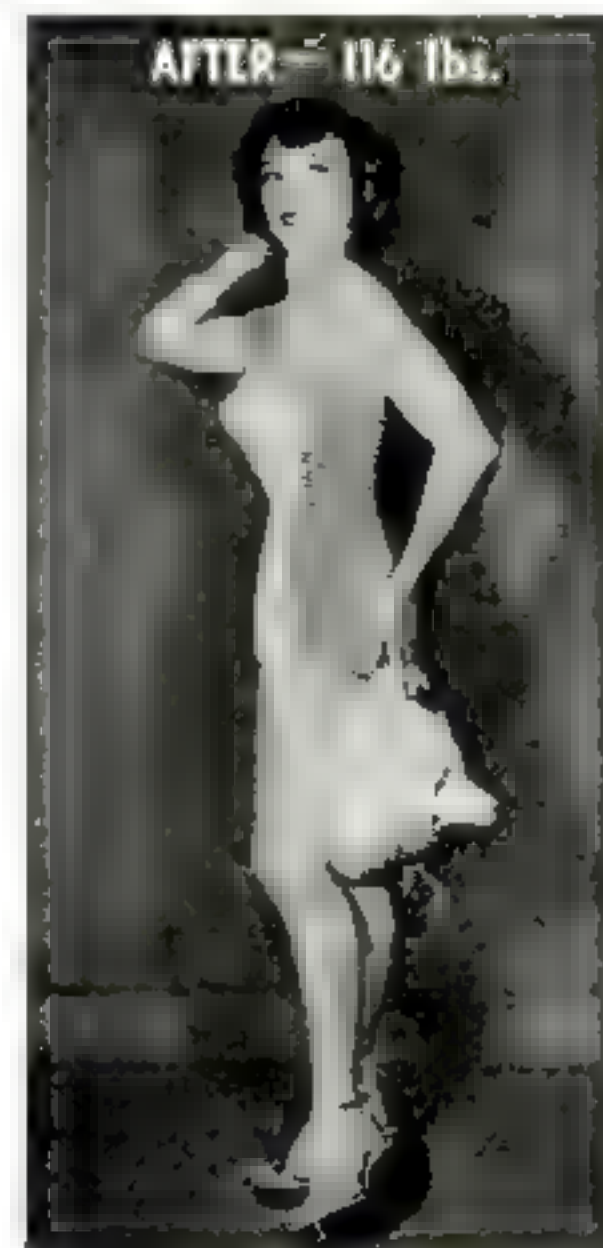
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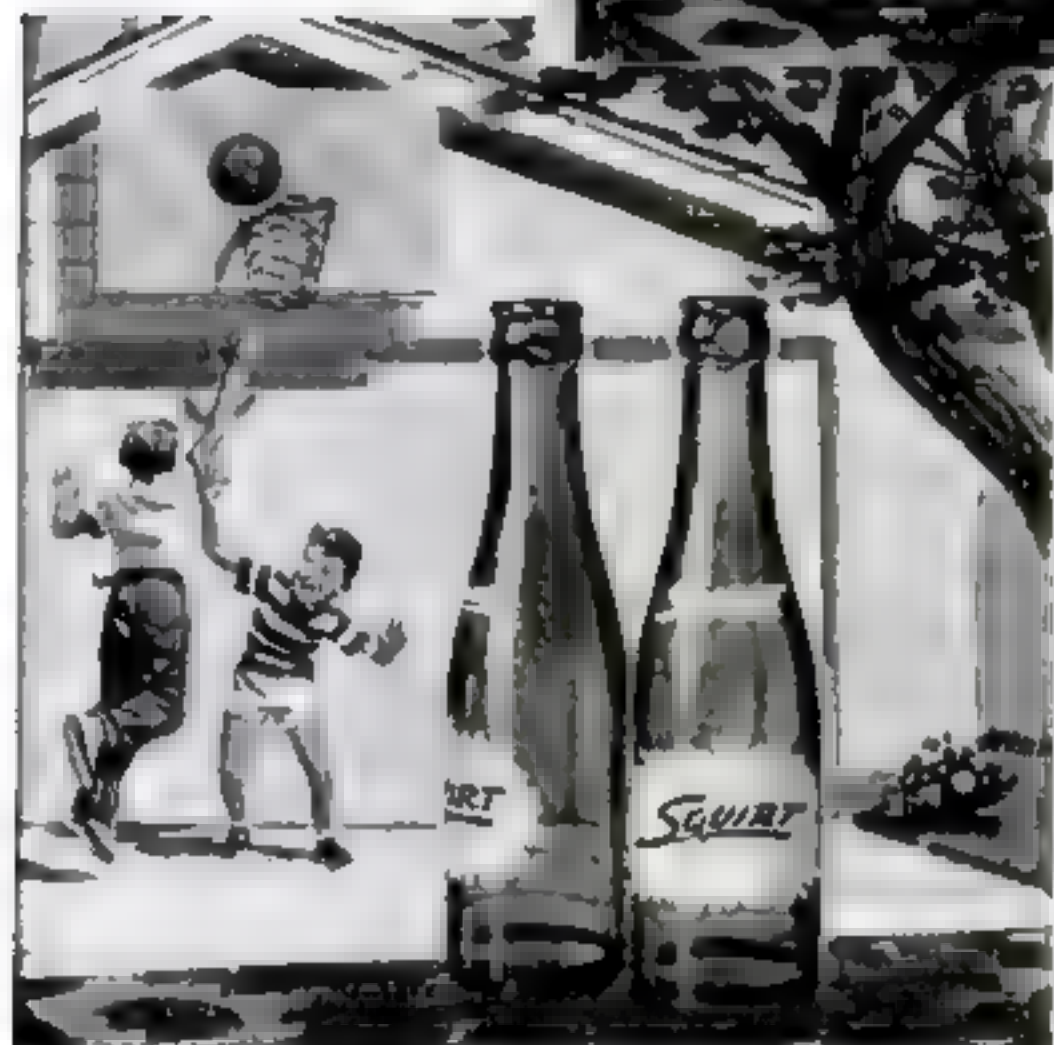
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drinks, and when you
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GROWING UP, Roger had his picture taken at 6 months (left), 4 years and at 18, when he was a senior at Rayen High School at Youngstown, Ohio.

IMAGINARY INQUIRY CONTINUED

much interested in our rose garden. He's really crazy about roses, especially red roses. I think if he had his way we'd have nothing but red roses.

ROGER M. KYES

I worked at Martin Aircraft as assistant to the president after Harvard, but I didn't like the idea of workin' for a relative so I left and went to Black & Decker, at Towson, Maryland—they make small electric tools—as assistant to the president there. But about that time I wanted to get married, and my wife wanted to live in the Middle West, so we went to Cleveland. My father had business connections there. Well, I learned that Walter Haas, the president of Empire Plow Co., was lookin' for someone he could break in as sales manager.

CHAIRMAN

Mr. Haas, will you tell us about your impressions of Mr. Kyes?

WALTER M. HAAS

I'll never forget that first interview. Here was this big ugly fellow whose appearance made him immediately arresting. He was articulate, smart, a fast thinker. I was impressed. I said, "You seem to be the man I'm looking for. Come back in about a week. It will take me at least that long to look up your references." Know what he said? He said, "That will be all right because it will take me a week to look you up too." That took guts and intelligence. A fellow planning a career ought to make sure who he's tying up with.

We put him to work first selling wheelbarrows and highway guard rails. He was a terrific salesman. He could sell anything. After about a year he asked if he could stick his nose into the farm implement side of our business, and I told him to go ahead. He wasn't satisfied to go along like our other people just selling the implements. He had to know more about their use, about farming, than the man who bought them. We made him sales manager within six months and vice president a year and a half later.

He worked like a Trojan. He put in new merchandising methods, improved our distribution, opened new accounts and solidified old accounts. He has terrific drive. Work with a man like that and the whole organization gets enthusiastic.

ROGER M. KYES

George Humphrey, the Secretary of the Treasury, and I got to be friends back in those days. We banked at National City and Humphrey had interests there—the Hanna Company owned stock—so George was close to our situation at Empire. He might have something to say about me in those days.

GEORGE HUMPHREY

In the early '30s after some of the banks had been closed and credit conditions were so tight that all accounts were carefully scrutinized, the reputation and character of the management of a company became of the first importance. It was under these conditions that I first met Roger Kyes, who was then a young man in his 20s and active in the management of the Empire Plow Company.

Because of his knowledge of his company's affairs, his industry and reliability, a very liberal extension of credit was made to his concern in those most difficult times.

That is about as concrete an appraisal of the recognition of a man's ability and character as you can get.

CHAIRMAN

The chair recognizes the gentleman there with his hand raised.

A FORMER COLLEAGUE AT EMPIRE

Kyes wasn't popular with the customers. They admired him, they bought because he knew what he was talking about, but people don't like to be out-thought and out-talked. He wasn't well liked by the employees either. He was a driver. He wanted quick, full answers and quick performance. He was likely to flare up and say, "You don't know what you're doing." I remember one time on a business trip a couple of men from the mechanical department were so sore they wouldn't even talk to him. Some people considered him ruthless. Personally I'd call him tough but fair. He never asked you to do anything he couldn't or wouldn't do himself. He never quit on a job and usually accomplished what he was after.

WALTER M. HAAS

One day in 1939 Roger walked into my office and said he was going to get some Ferguson Tractor implement business for us—you know how they operated, they subcontracted all their manufacturing. Well, in his negotiations with them they got so sold on him that the contract he finally brought in not only gave us a lot of work on a cost-plus basis but included a provision that half of his time had to be placed at their disposal. They paid 4% of net billings for the loan of his services. That was two-and-a-half times what we were paying him as his salary, but he never asked for a dime of it and never asked for a raise the whole time he was here.

Later on Ferguson redrafted the contract to get more of his time. I kept telling him to quit us and go with Ferguson full time, that his future was there. He wouldn't do it, but finally in 1941 he came over to my house one Sunday morning. He told me sort of sheepishly that he'd accepted a Ferguson offer. So he went to Detroit, and pretty soon he was vice president and general manager at Ferguson, and then in 1943 they made him president. If I know Roger Kyes, he'll be head of General Motors some day.

A FERGUSON EXECUTIVE

Kyes was here from 1941 to 1947. I've got to say that he did a wonderful job of building Ferguson up in the early days. We had no manufacturing facilities and he talked our suppliers into tooling up and producing custom-engineered equipment for us at considerable expense to themselves. Of course, I've always felt that Kyes could sell anybody on anything.

He was a tireless worker and expected everyone who worked for him to keep up with his pace. We had a very high turnover of executives and personnel when he was here. When he left he certainly had a lot more enemies than friends.

CHAIRMAN

Why did Mr. Kyes leave the Ferguson company?

WELL-INFORMED DETROITER

The official record said it was "by mutual agreement." There's a long, long story back of that, but I'll try to sum it up. Henry Ford Sr. was something of a nut on farming, you may remember, and when he saw Harry Ferguson's tractor back in 1938 he liked it so well he agreed to build it for Ferguson and let Ferguson sell it and his implement line through Ford dealers. There was no contract or anything—just a "gentleman's agreement." Well, when the old man retired, the situation began to sour. On the one hand, Ferguson thought Ford was charging too much to make the tractors, although Ford claimed it was losing money on them. On the other hand, young Henry brought in Ernest Breech from General Motors, and some other high-powered executive talent, and due to income taxes the only way they could make any money for themselves was through capital gains. So Ford ended its arrangement with Ferguson. Then Breech and the others started a new company, Dearborn Motors, and Ford began making a similar tractor for them.

That left Ferguson with no one to make its tractor. So Kyes decided to subcontract all the parts and bought a big surplus war plant in Cleveland to assemble them. But to swing the deal he had to have capital—about \$8 million of it—so he tried to float a stock issue. It flopped so badly it had to be withdrawn from the market. Then he tried other big manufacturers such as General Motors, but couldn't make a deal.

Kyes and his wife had a big stock interest in the company. The court record in the patent suit Ferguson later brought against Ford has some interesting exhibits on that subject. For instance, here's a letter written to John Chambers of the parent British company, Harry Ferguson Ltd., by Herman Klemm, one of the executives of the U.S. company. I'll read part of it:

"When Mr. Ferguson arrived in Detroit two weeks ago he faced, to say the least, a terrible mess. It is now perfectly clear that our



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mon types of worms are roundworms and hookworms; both inhabit the dog's intestinal tract.

The telltale signs of worm infestation are likely to appear gradually. If they appear quickly, some other cause is probably responsible; have your dog checked by a good veterinarian, as you would for any major illness.

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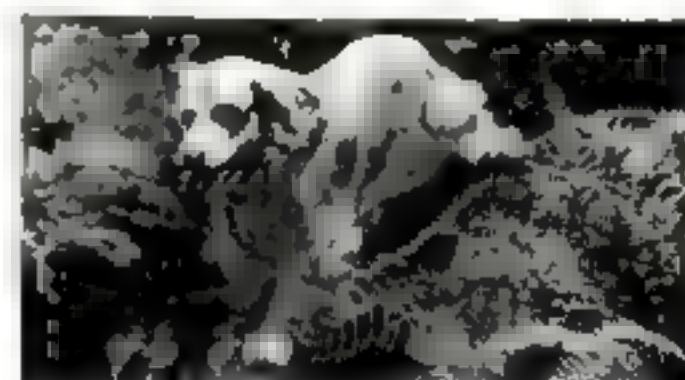
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If that bright spark leaves his eyes and his appetite fades away, if his coat loses its shine and he lies listlessly at your feet for hours, don't be indifferent to these signs of illness in your pet. He's mutely hoping you will notice him and give him the care he needs and deserves.

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COMPARE THE CALORIES:

Ry-Krisp, 1 double-square wafer....	21
Bread, 1 slice	63
Plain roll or bun	118
Biscuit or muffin	129

IMAGINARY INQUIRY CONTINUED

management, under the leadership of Mr. Kyes, had for months been following a consistent policy which might eventually have resulted in the liquidation of this company. Every endeavor was made to convert all of the implements which we had on order for the last six months into cash. In this way the value of the stock would have been built to a maximum so that if Mr. Kyes and a few other associates left the company they could cash in their stock at its maximum. No new implement commitments had been made for the first six months of 1948—again for the purpose of avoiding any financial obligations. I need not tell you what a serious moral effect this had on the entire organization. . . . We were rapidly reaching a state of complete deterioration. Confidence in Harry Ferguson, Inc. had certainly reached an all-time "low"—not only because of the factors stated above but also because some of the actions taken by our management appeared to be almost deliberately designed to play in the hands of our competitors."

Here is another exhibit from the court record, a letter Harry Ferguson wrote the following year to the directors of the U.S. company. I'll read some excerpts:

"... Kyes was made president and a substantial shareholder. As some of you already remarked, that was his ruin because he couldn't carry the position and his stock in the company was the main cause of his weakness and fear of Ford. . . . You may have thought I was a long time in getting Kyes out of the company. I am going to comment on that a little just for your future guidance. . . . If, for example, Horace or Harry had challenged Kyes's doings and had these been recorded in the minutes, I would have acted in very much less time. . . . When all of you did eventually inform me of all the true facts openly, and there could no longer be doubt of Kyes's treachery, he was soon out of the business."

But Kyes didn't do too badly, at that. By the time he'd liquidated his stock he was \$1.4 million ahead. Afterward, when the Ford-Ferguson suit came up, for some reason he was never called as a witness. So his side of the story isn't known.

CHAIRMAN

Mr. Kyes, would you care to comment on the circumstances of your leaving the Ferguson company?

ROGER M. KYES

You see, I was very fond of Henry Ford—the old one, that is. He and Harvey Firestone and my father were friends, so I knew him from long ago. When the troubles began I found myself in a squeeze. Because of my loyalty to a man of the same name as the young fellow there now, I didn't want to make trouble. I decided just to step out of the picture. I was neutral during the lawsuit. I could have headed up a combined Ford-Ferguson tractor business. But they were tryin' to do something I just couldn't accept because of a matter of principle, so I turned it down. I don't want to go into that, or say anything except that I noticed that Dearborn Motors was sold to the Ford Company not long ago, and somebody must have made some capital gains. At least I can sleep easily nights.

After I left the Ferguson company I took my family on vacation and we made a long trip to the Orient. It was after that that I went to work for General Motors.

CHARLES E. WILSON

I first met him when he came to General Motors to see if we would make the Ferguson tractor. We decided against it, but I formed a very good impression of him at the time. When he left them—he was caught in a squeeze there, you know, didn't want to get in the middle of a quarrel between his old partners—and I heard he was available, I called him in. It isn't every day you find a man like that on the market, a trained manager, a good executive, with widely diversified experience. I was struck by his great ability and energy. I've hired a lot of executives who've gone ahead, and I remember I said to Mr. Sloan at the time, "I'm going to do it again before I get too old and lose my nerve."

We were in the middle of the steel problem then, trying to get the steel companies to expand. I turned that over to him. He was in charge of our procurement and schedules staff after that. Then the truck division needed someone who would be a good sales manager and a good individual salesman—it's that kind of a business, lots of big individual buyers—and who had all-round judgment and broad experience and ability to size up a situation.

A FORMER GM EXECUTIVE

The division had been losing money for some time before Kyes arrived on the scene. I'll say one thing for the fellow, he was the medicine it needed. In the business world he is good; as a matter of

CONTINUED ON PAGE 26



7:15 AM
"Morning mouth"

That stale and furry taste is a sure sign of bad breath. But...

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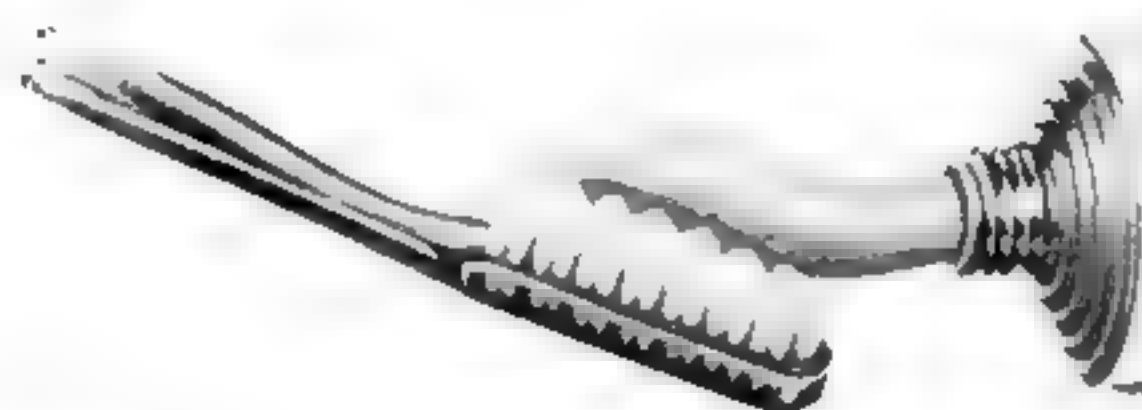
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43¢ Tube Free of extra cost when you buy the giant 69¢ size. Look for the special double-pack. Offer made for limited time only so you can prove to yourself that Chlorodent stops "morning mouth" instantly. A wonderful chance for the whole family to try Chlorodent. Children love this new green toothpaste that tastes so good. You'll find it at most toilet goods counters.

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IMAGINARY INQUIRY CONTINUED

fact, he approaches being terrific. When he got the GMC he simplified the truck production line and got us away from the job-shop system to something resembling the auto production lines. He reduced models from 75 to 40 and thereby cut costs tremendously.

But the way he handles people is what got me. He once told a friend of mine he didn't have a friend in the business world and I can believe it. He ruled with fear. But he was subject to flattery, praise and fawning, and the people who were sticky enough to do it were the ones who got along, the ones who got the breaks. I've worked for some pretty rough guys but none as ruthless as Kyes. The only things worth while in his life are power, position and money. As far as I'm concerned, the nickname "Jolly Roger, the Hatchet Man" is right where it belongs.

A FORMER GM EMPLOYEE

I can give you a little on that from personal experience. I had put in over 20 years at General Motors, and at the time I was with the truck division. Kyes had come in there as general manager in the spring of 1950. Well, it was just before Christmas, 1951. I got a telegram from the sales manager saying he was coming to see me.

When he came, he told me that I was being relieved of my duties. I found out later that I wasn't the only man. There were six other fellows in my same shoes. Kyes had thrown us all out during the Christmas season. They were all about my age, all of us too old to make it easy to find other jobs, none of us with quite enough time to get on the pension plan.

I don't blame a fellow for cleaning house when he takes over an organization. But we'd spent a large part of our lives with the corporation, doing capable work. None of that seemed to matter to Kyes. All he said was, get rid of them. And the time he picked made it seem especially brutal.

CHAIRMAN

Mr. Kyes, could you tell us about your managerial techniques?

ROGER M. KYES

One of the first things I try to do when I go into a place is to try to dispel any fear people have of me just because I'm the boss. I try to get a normal, warm, comfortable relationship established, and it's not hard because that's the sort of person I am myself. I always strive for their happiness and want them to move forward. Take my secretary at General Motors: I treated her just as I would one of my own daughters. People appreciate that kind of an attitude. It always makes me happy on New Year's when so many of the people who work for me take the trouble to call me up.

PHIL MONAGHAN

I worked with Kyes and I took his place here as general manager of the GMC when he went to Washington. To me he's a much misunderstood man. The only time I have really seen him get tough was when someone promised to do something and forgot. Sometimes during the working day he would chew somebody out over some business problem, and he would really lay into them. But before the day was over he would call them into his office and in a soft, slow voice ease their pangs of worry so that they didn't take business problems home to their family.

I have often thought some of the exterior front he was constantly presenting was a cover-up. He often said, "I'm the ugliest man in the world since Abraham Lincoln." He had one other saying which I associated with his appearance, namely, "It's a fool who can't turn a liability into an asset."

He isn't tough. He just knows what he wants, what should be done and does what he believes he is justified in doing.

ROGER M. KYES

Coming down here to Washington was quite a decision, as you can imagine. I knew what I was getting into here. And things weren't going too badly for me back there, you'll agree.

I'm sort of like a race horse. I love to run the track just to see if I can do it—I can't resist tackling one I haven't run before. That's why I went to GM. I wanted to see if I could run in that league. But that isn't why I came to Washington. The way things were going, it seemed to me that before long this wouldn't be the kind of country I wanted to turn over to my daughters and other young people. I came here to see what I could do about it.

THE REV. LESLIE A. BECHTEL, HIS PASTOR

If I were in trouble, Roger Kyes is the first man I would turn to.

When C. E. Wilson offered him the job in Washington, Mr. Kyes came over and we sat and talked for a couple of hours. He

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NO MORE BROKEN GLASS! Dixie Cups banish forever those dangerous puddles of spilled milk and glass shivers that are so difficult to clean up. Try Dixie Cups in the bathroom, too!



FOR JUICES, LUNCHES, BEDTIME... all those informal family gatherings when saving time and extra work are so important . . . use handy, inexpensive Dixie Cups! The little tots will love the bright red color . . . Dad will cheer the handy dispenser . . . and you'll rave about the hours they save in the kitchen.



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Inexpensive Dixie Dispenser, filled with Dixie Cups, mounts on any wall or cabinet in a jiffy.



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Now at a price you can afford for everyday home use!

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IMAGINARY INQUIRY CONTINUED

came in and said, "I've never made a decision in my life without praying about it." He is a man with much emotion, he is honest with himself, with no meanness, he is hard but human, a man of perfect performance. He is not cold and hard, as some people have said, but human and sympathetic.

C. E. WILSON

I asked him to come along down here as my assistant because he was qualified for the job. He has all those qualities I mentioned. And especially, he has great capacity for taking responsibility.

CHAIRMAN

To complete our evidence here in chronological order, I will now put into the record portions of a dispatch from Washington correspondent Clay Blair:

Last February a towering, unlovely man walked into the plushy offices of the Deputy Secretary of Defense on the Pentagon's brassy 'E' ring. Having resigned his \$85,000-a-year job (besides big bonuses) at General Motors, and sold more than \$200,000 worth of stock, he was in Washington to quarterback Secretary C. E. Wilson in the Department of Defense.

The huge giant strode through the deserted offices once occupied by Harry Truman's urbane, scholarly Deputy Defense Secretary Bill Foster.

To the three secretaries Foster had accumulated in his outer offices, Roger M. Kyes said softly, get moving. In their place, Kyes put one gal, prettiest secretary in the Pentagon, who, up to the day Kyes arrived, had been secretary to Chairman of the Joint Chiefs Omar Bradley.

Coat unbuttoned (he seldom unbuttons his double-breasted suits), Kyes walked across the hall and poked his equine nose into the executive secretariat, an elaborate, well-staffed administrative organization designed to perform routine jobs for the Secretary and the Deputy Secretary. Like an admiral firing his carefully trained staff of Philippine mess boys, Kyes told the colonel and his aides to find other jobs.

Not long after Kyes had parked his big black shoes under the Deputy Secretary's desk, the National Security Council, under President Eisenhower's direction, made some basic changes in the U.S. approach to the buildup of arms to meet the threat of Communist aggression. With an aim of trimming billions from the defense budget, Ike decided that the use of a 'year of maximum exposure' was not the right way to time a buildup, that what was needed was more readiness from the armed forces the U.S. already maintained. To the defense team of Wilson-Kyes, Ike tossed the budget scissors and said start trimming.

At about the same time, Ike told Wilson and Kyes to reorganize the Pentagon's upper echelons so that the Secretary of Defense and the Joint Chiefs of Staff had clearer lines of authority. Wilson conferred with quarterback Kyes, and the two men worked out the broad policy and signals. Then Wilson tossed both the budget and the reorganization job into Roger Kyes's lap, and told him to start calling the signals.

Asked if he knew what he was doing, Kyes replied icily, "I worked for General Motors. We built a hell of a lot of this stuff. Some of these schedules I knew better than anyone in the Pentagon."

HIGH PENTAGONIAN

As a matter of fact the automobile companies, GM included, have messed up on plenty of their war-goods production schedules. One reason for the slippages in both Air Force and Navy air procurement is because the suppliers—again, GM among them—have failed to deliver the new engines in time.

ROGER M. KYES

Drew Pearson had an item about me that was wrong. He said I got lost my first day in the Pentagon. After all, I spent a lot of time there before I ever took this job. I knew a lot of the fellows and I knew the good apples from the bad ones. I knew my way around.

A decision is easy to make if you get the right information and know how to make the right interpolations. Not many people know how to get information. There are two kinds of "intelligence," I've always said. One kind is objective intelligence, and the other is what I call sales-promotion intelligence. I ran into that when I first got into the building. They started telling me this and that, and I sat right up and corrected them. You see, they didn't realize it until I told them that General Motors has facilities all over the world, and that we know all about these foreign countries. They also didn't know that I own property in Europe and have been watching Europe like a hawk for years.

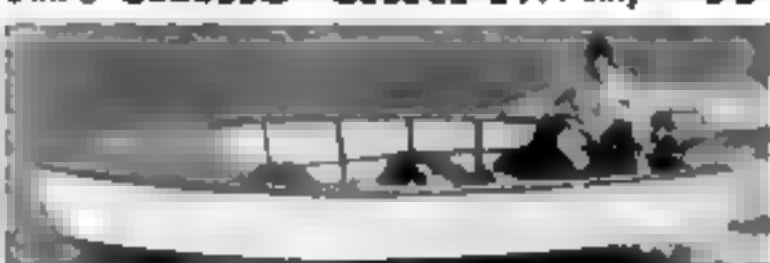
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Neck in comfort
in this...
Sports Corduroy



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Longing for the best? Here it is, tailored with customized care and handsome good looks. Semi-spread Convertible Collar keeps smooth with "stays". Cuffs are 2-button adjustable. Combed corduroy in fine wale and in exclusive "Cordulene" weaves at \$6.95, \$7.95. Both color fast and washable.

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THE FAULTLESS RUBBER COMPANY, Ashland, Ohio
Also makers of famous "Weaver" water bottles, fountain syringes, combination syringes; Faultless Feminine Syringes and other quality rubber products for home and hospital.

CONTINUED ON PAGE 129

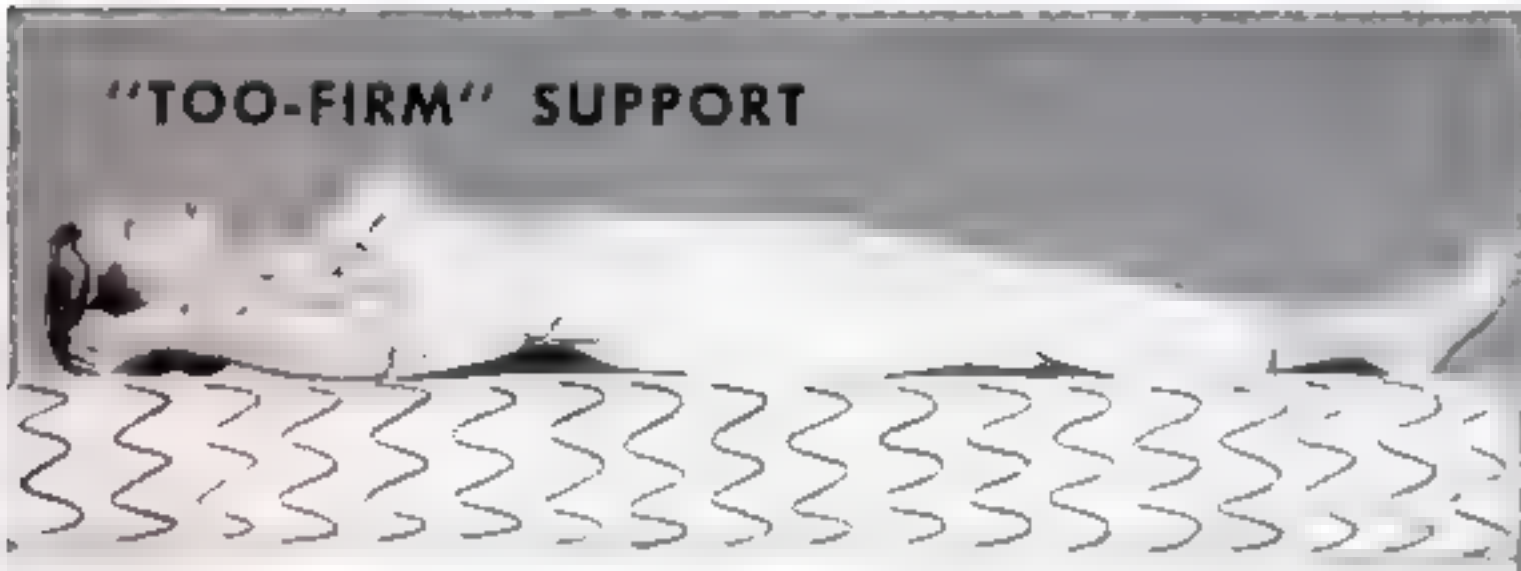
It's your back. It's your money.

And here's how *Simmons* helps save both!

1 WHEN YOUR DOCTOR SAYS, "get a firm mattress," it's easier said than done. For firmness *alone* is not enough. Restful sleep is not only a matter of firm support, it's a matter of *relaxing*, too! Simmons, the world's foremost authority on sleep and sleep equipment, has your answer in a mattress that combines the best of firmness with the *best of comfort*, the new Extra-Firm model Beautyrest.* See the difference in the pictures that follow.

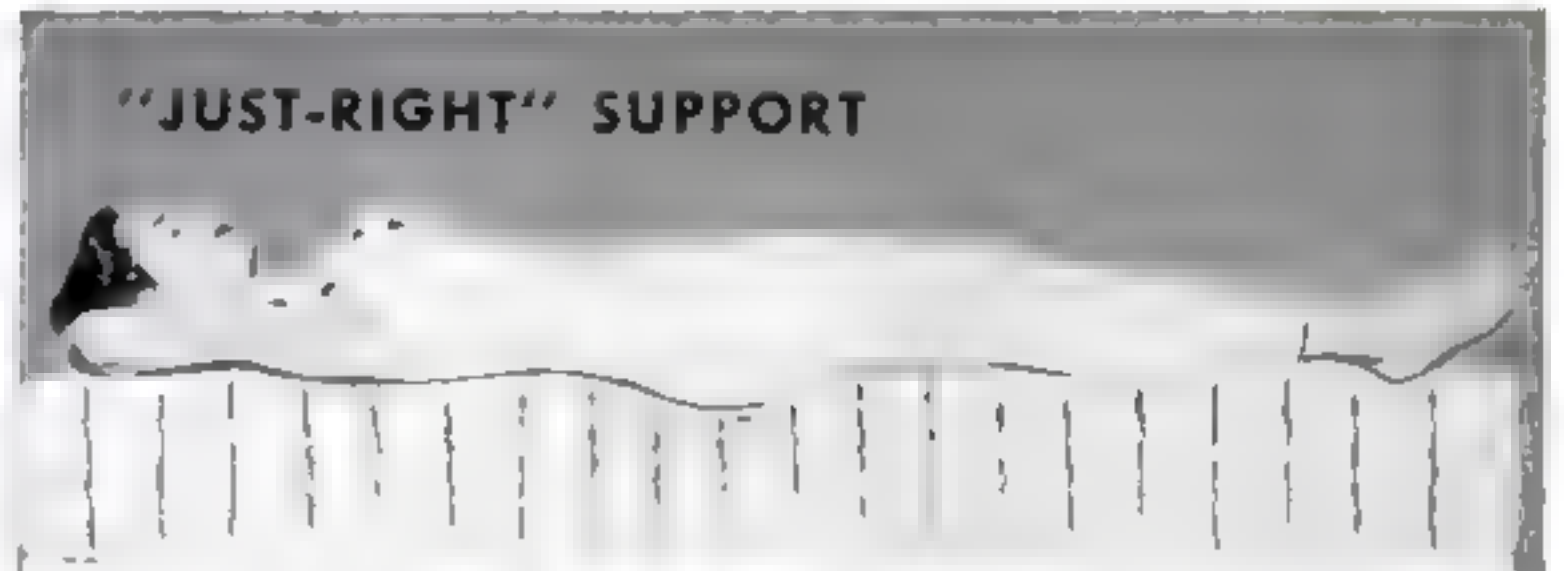


"TOO-FIRM" SUPPORT



2 AN "ORDINARY" MATTRESS has tied-wire type construction. If it is too firm, it doesn't conform to your body. (If you lie down on the floor, you'll see why.) Your hips get unyielding support. Your back may not get enough. A too-rigid mattress can be too rigid for your back!

"JUST-RIGHT" SUPPORT



3 IN EXTRA-FIRM MODEL BEAUTYREST, Simmons provides a different kind of construction, of 837 independent coils. Each spring is separate—sturdier than even in regular Beautyrest. Extra-Firm Beautyrest *resists* for posture-right support . . . *yields* just enough for comfort!



4 HERE IS THE NEW Mobile, Alabama, Infirmary. It is the newest and the most modern of hospitals—equipped with the very latest and finest in scientific medical equipment. And, of course, every one of the 360 beds in this new hospital has a Beautyrest mattress!

5 Get the firmness of a posture mattress and the comfort of a Beautyrest

Simmons makes all types of mattresses. Simmons *knows* no other mattress—at *any* price—offers the support *and* comfort of Beautyrest. Most people prefer the gently yielding firmness of Normal-Firm Beautyrest. If you want *more firmness*, you'll want the new Extra-Firm model Beautyrest . . . at no extra cost. Each model \$69.50. Yes, less than other posture mattresses. Ten-year guarantee brings price to less than 2¢ a night. Only Simmons makes Beautyrest. See your Simmons dealer.



*Trade-mark Reg. U. S. Patent Office. Copy. 1958 by Simmons Co., Mfgs. Mart, Chicago, Ill.

Extra-firm model Beautyrest...at no extra cost!

HIGH-NAVAL PERSONAGE

Kyes hasn't got the faintest conception of what's going on. This is particularly true of research and development. He has some funny ideas about research and development.

You know what this atomic-powered carrier means to the Navy—even if you don't believe in carriers you've got to admit that it will increase the Navy's striking power manyfold. Kyes canceled the atomic carrier engine without even asking us. It was done to save \$75 million and there were no other considerations. Congress put back \$7 million, and told the AEC to build the carrier reactor on land so it could also be used as a prototype for an industrial power reactor. But the fact that the naval requirements have been stripped from the reactor means the transformation of the Navy to atomic power will be delayed at least five years. That's if we're lucky. It may be six or seven.

Ten years from now we will look back and ask ourselves how in the name of God we could have been so stupid as to delay making the Navy atomic-powered, when we had the means, the design and everything else to do it.

ROGER M. KYES

You always have to keep the whole in mind while studying each part. You have to keep cross references.

I found that an awful weakness in the Air Force, for instance. Their programs were way out of phase—the pilots and planes and bases just didn't match up at all. But I haven't slammed the boys around yet because I want them to clean it up themselves and keep coming. Most people have more ability than they know they have. You have to talk with them, induce them to get good constructive ideas. I want it to work out so it's like the little independent grocer who sold out to one of the big chains and went to work for them as a store manager. Somebody asked him what it was like, workin' for the chain, and he said, "They just make me do what I should have been doing all along."

I'm not worried about this job. It has just about the same problems involved that I've dealt with before and taken care of. We're moving along all right, gettin' the show on the road.

When I first got down here everybody wondered, Where in the hell did the Republicans get that ugly bastard? But now they're beginnin' to come around, with their troubles and their problems. They're beginnin' to see already that I'm for them and I understand their troubles. Of course, there's still a lot of buckin' and pitchin' going on. Some of them don't know it yet, but some day they're going to be so happy!

HIGH PENTAGONIAN

He doesn't even have the humility of ignorance.

A FERGUSON EXECUTIVE

Kyes is an unusually forceful personality who always makes a definite impression, good or bad, on people.

CHAIRMAN

Thank you! I believe the entire committee can agree to that statement. And with that agreement I declare this inquiry adjourned—for the time being.



COMMISSIONED BY THE PRESIDENT as Deputy Secretary last February, Kyes (with Mrs. Kyes, left) got an official scroll and a pat on the back.

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MANHATTAN
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GET
HEUBLEIN'S
Ready-to-Serve
COCKTAILS

Just Stir
with Ice
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8 Favorite Varieties: MANHATTAN, 65 proof
EXTRA DRY MARTINI, 65 proof • G. & S. (very,
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Thousand times a year
So buy the best
Buy Ace, my dear

The best—note the smoothly rounded teeth of Ace Combs that protect scalp and hair. The best—made of genuine Ace Hard Rubber, packaged in individual boxes. The best—yet Ace Combs actually cost less because they last longer. Many styles—for purse, pocket or home. American Hard Rubber Company, N. Y. 13.

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Your Whole Family
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STILL ONLY 10¢ A ROLL
Three roll package
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EAT LIKE A CARROT
TUMS
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GUARANTEED TO CONTAIN NO SODA



"Let your own mirror show you..." SAYS MRS. ALBERT FIERING, ANOTHER LOVELY WOODBURY BRIDE

A new idea in beauty care ! New Woodbury Soap made with Face Cream Oils

Imagine having *both*... radiant soap-and-water cleanliness *and* the softness you expect only from fine face cream care!

You can, now, because the same oils and emollients used in expensive beauty creams are blended *right into* New Woodbury Soap. And they're intended to help *replace* natural oils you wash away. Think what that means — specially to dry skin!

New Woodbury Soap is new in other ways, too. It gives more and richer lather which cleanses more gently and thoroughly. It's a clear sea-spray green, and has a delicate clinging fragrance. Altogether it's the loveliest beauty care you ever used!

You'll find New Woodbury Soap in both facial and bath size. Just look for the new blue-and-white wrapper with the lovely lady and her mirror. It's the symbol of the *cleanest, most radiant complexion of your life!*

Now better than ever! 'Woodbury Soap for the skin you love to touch!'



MASS JUMP is an improvisation on an old favorite called "High Water." The rope twirlers at either end gradually raise level of the spinning rope until a jumper cannot get over it and falls.

LOG JUMP is made by 19-year-old Alice Diggs, who gaily skips along a narrow log over rocky shallows of Codd's River near camp. She is the best girl jumper in camp and fell off only twice.



BEAR IN THE BEEHIVE, a kissing game for rope jumpers, is successfully performed by Alice



Life Goes to a Tennessee Rope Jump

4-H campers revive an old sport and add some wrinkles of their own

Sophisticated teenagers are apt to consider skipping rope a sissy pastime for little boys too delicate for baseball and girls too young to date. But back in the hills of Tennessee jumping rope has survived among teenagers as a skilled sport in which a jumper can act a story or steal a kiss. Now youngsters coming down from the back hills for 4-H Club get-togethers have begun to teach their friends and have started a sort of revival. At summer camps like Camp

Woodlee outside Chattanooga where these pictures were taken, boys and girls can do 30 different steps. Up in the hills they sometimes use grapevines for skipping ropes, but at camp they weave them from baling twine. With feet made numb by jitterbugging, the youngsters have quickly picked up old favorites like "Shoeing Old Dobbin" (p. 105) and started improvising steps of their own. They jump rope on logs, along teetery fence rails, and even on stilts.



Diggs and sweetheart Bill Nunley. When twirlers signal, boy first, then girl starts jumping. At the

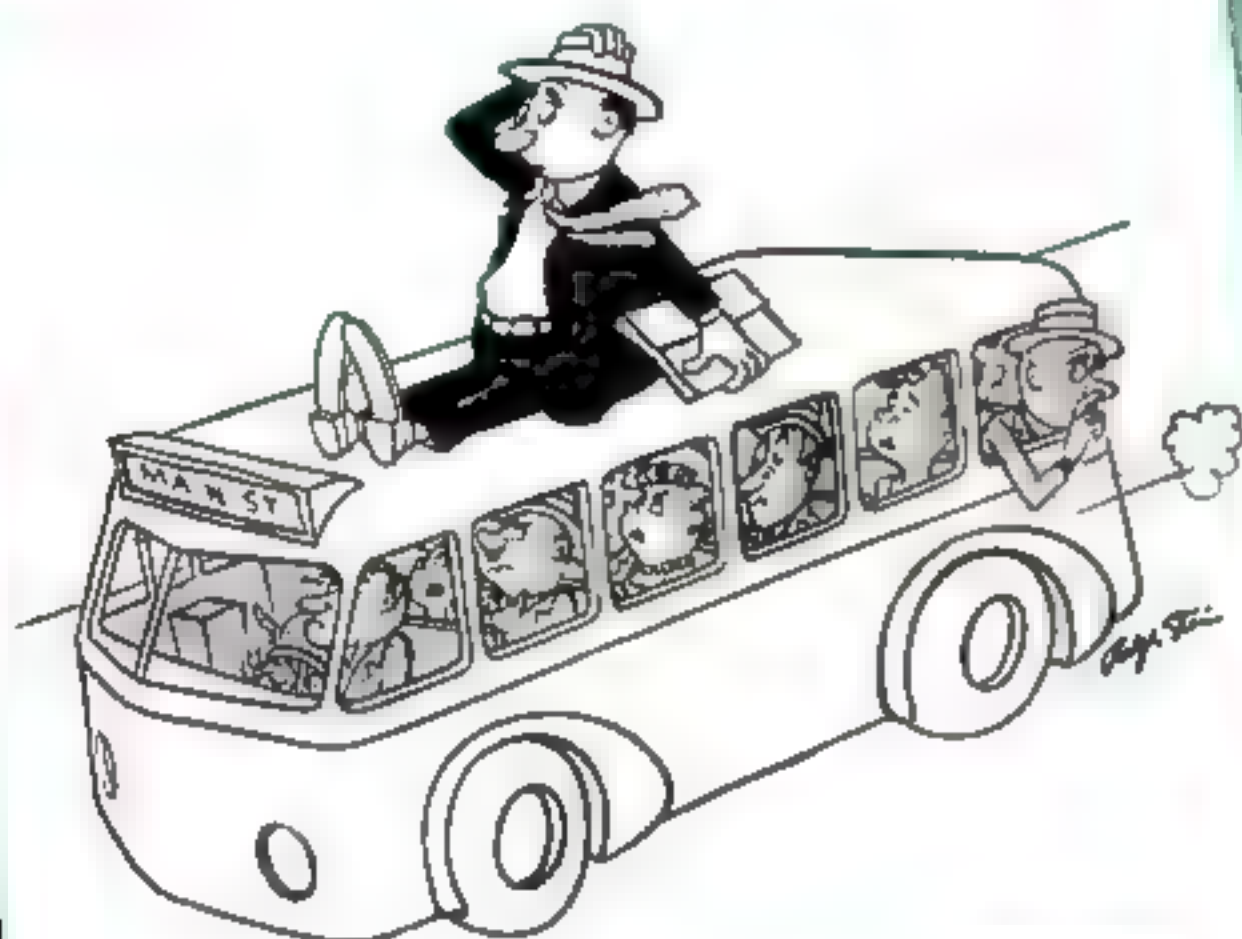


command "Beehive," girl has to pull her sweater up over her head and the boy, like a bear stealing honey,



tries to kiss her under sweater while they are both jumping. Said Bill afterwards, "It's warm under there."

Are you sure you don't need
a man's deodorant?



The worst offenders
never seem to know!
Are you living in
a fool's paradise?
Use Mennen Spray
Deodorant for Men—
especially for men,
with these
four qualities
all men want:

1. Checks perspiration
fast—pleasantly!
2. Special ingredient—
Permatec—actually
kills odors.
3. Has crisp clean
scent. No sweet
"cover-up" perfume!
4. Dries really dry
in just a few seconds.

For a generous month's supply in a handy, travel-size spray bottle,
send 15¢ in coin to MENNEN, Dept. L-4, P.O. Box 30, Newark, N. J.

PLAY SAFE—SPRAY SAFE WITH MENNEN!



MENNEN
SPRAY DEODORANT
FOR MEN

Rope Jump CONTINUED



KICKING AT OPPONENT, jumpoos
girl tries to knock him off balance so he
will miss the next jump or take a spill.
This is the hardest trick of the game.

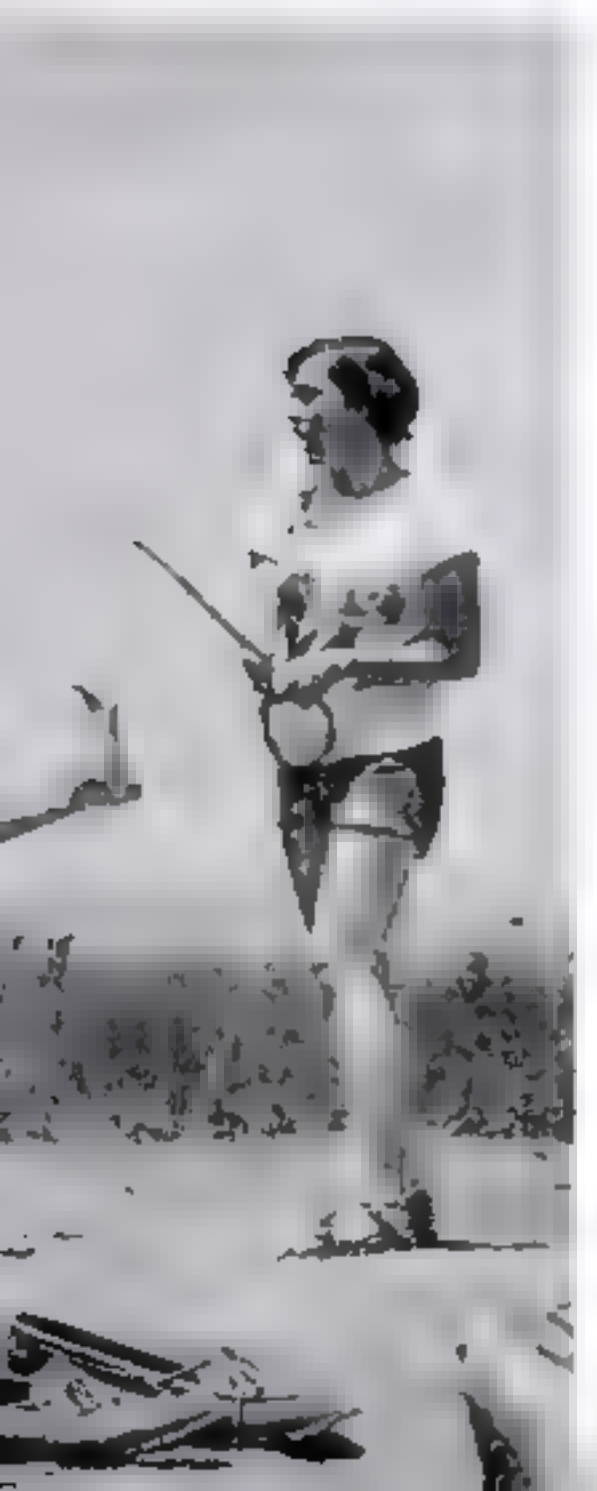




SHOEING OLD DOBBIN, another game, starts with girl jumping as she holds one foot behind her. Jumping boy pretends to drive three nails in "shoe."



DOWN AND OUT of game, boy hits the ground as victorious girl goes on jumping. All the while, spectators keep time by chanting *The Old Gray Mare*.



**SHE STOPS
TRAFFIC
IN HER**



Cinderella

and she starts her school-day with confidence
...so properly proud of her new Cinderella dress!
These wash-wonderful woven cottons are singled out by knowing mothers for their pretty fashion ways, talented tailoring, notable value. See the new Cinderella School Frocks now at fine stores everywhere.



center: glowing woven stripes 3 to 6½, 7 to 12
top left: glazed gingham 3 to 6½, 7 to 14
top right: chambray with cotton tweed 3 to 6½, 7 to 14
Little sister sizes, about 48
Big sister sizes, about 56

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OR WRITE FOR NEAREST STORE

Cinderella FROCKS by Rosenau Brothers, Inc., Philadelphia 29, Pa.



HIRES REAL OLDTIME ROOT BEER

FOR PLEASURE AND THIRST

Take Hires on every summer jaunt. Refresh yourself with the cool, sparkling tang of real roots, barks and herbs. Hires is the real thing, made the honest-to-goodness way since 1876. Take some home today. Buy it by the bottle or carton, and at fountains and dispensers everywhere.

HIRES—THE ROOT BEER SINCE 1876

Rope Jump CONTINUED



JUMPING ON STILTS is newest trick at camp, can be done only by John Diggs (above) and Bill Nunley. "You'll have to get that rope under me somehow," gasped John, "because I can't get these things up much higher."

Watch the audience

Every time I go to a movie house I spend less time watching the picture than I do watching the audience.

Movie audiences are my boss, and have been ever since the days when excited people flocked to the Crystal Hall we fixed up on Union Square back in 1903 to see our "automatic vaudeville." In 1912 everybody thought I was a gambler when I paid \$40,000 for Sarah Bernhardt's "Queen Elizabeth," the first four-reeler to be shown in America. But I had been watching a lot of audiences and I knew even then that people came not just to see the pictures move, but to be moved themselves.

That's why I've always had a fellow feeling with the founders of LIFE magazine, because like us, they set out to find new ways of conveying emotion through pictures.

For example, sometimes LIFE photographers use a camera as if it were the eye of a character in the story. The camera sees the pig with the eye of the farmer, the oncoming baseball as the batter sees it, the fire as the fireman appraises it, the detail on the great painting as the connoisseur studies it, the microbes as they appear under the microscopic eye of the scientist. Seeing through other eyes is always fun.

But the thing I *like* best about LIFE is the impact it has on readers. It's my old game of watching audiences. What is making that woman's eyes open wide with astonishment as she reads? I lean over her shoulder and see that she's reading a LIFE article on painless childbirth. What is making that actor's brow furrow with disapproval as he reads while waiting to be called on the set? As I stroll past his chair I discover he's looking at a picture story of juvenile delinquency in a big city.

What's making those first-graders so unnaturally quiet? They are entranced by a magazine and I think maybe they are counting the dogs in it. But I am woefully behind the times. They are studying the plan of a spaceship dreamed up by a LIFE artist!

LIFE is a great magazine because no one reads it without feeling a wide variety of emotions. If you don't believe it, just watch the readers.

By **ADOLPH ZUKOR**,
motion picture pioneer



A SHORT MILE FOR TOGGLES

Toggles, having never fulfilled the entrance requirements and gone to school, was strictly ineligible to compete in the statewide high school track meet at Champaign, Ill. But when the runners started the mile race, Toggles jumped out and joined them. He was going along well, running ahead of most of the field and giving the impression he was holding back

just to keep the leader company. But on the third lap the officials, who were sticklers for procedure, caught Toggles, pulled him out of the race and kept him tied up for the rest of the day. This satisfied the canine exit requirements for the meet and pleased almost everybody involved except, perhaps, Toggles, who might have proved himself the best miler at the meet.

Wherever fine whiskey is enjoyed—the call is for

OLD Sunny Brook BRAND

Whether you prefer to fill your glass with a mellow blend or a rich and delicious straight... you will find Old Sunny Brook to be a finer whiskey. From the teeming trout streams of the Northwest to the famous bass waters of the Deep South—more knowing whiskey buyers ask for Old Sunny Brook, *Blend* or *Straight*, than for any other Kentucky whiskey in the world!

"Cheerful as its Name"

(PHOTO—CARCADE MOUNTAINS, WESTERN WASHINGTON)

BLEND

STRAIGHT

WORLD'S
LARGEST SELLING
KENTUCKY WHISKEY

YEARS AHEAD OF THEM ALL!

1

Chesterfield Quality Highest.

Recent chemical analyses give an index of good quality for the country's six leading cigarette brands.

*The index of good quality table—
a ratio of high sugar to low nicotine
—shows Chesterfield quality highest
...15% higher than its nearest competitor
and Chesterfield quality 31% higher than
the average of the five other leading brands.*

2

No adverse effects to nose, throat and sinuses from smoking Chesterfield.

From the report of a medical specialist who
has been giving a group of Chesterfield
smokers regular examinations every two
months for well over a year.

3

First with premium quality in both regular and king-size.

Much Milder with an extraordinarily good
taste—and for your pocketbook, Chester-
field is today's best cigarette buy.



Don't you want
to try a cigarette
with a record
like this?

CHESTERFIELD BEST FOR YOU

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